



HAAGA-HELIA
University of Applied Sciences

How to use social media as a communication tool: Case: Plan Finland

Natalia Grasutis

Miitta Hyvämäki

Bachelor's Thesis
Degree Programme in
Multilingual
Management
Assistants
November 2014



| | |
|---|--|
| Author(s) Natalia Grasutis, Miitta Hyvämäki | |
| Degree programme Multilingual Management Assistants | |
| Report/thesis title How to use social media as a communication tool: Case: Plan Finland | Number of pages and appendix pages 51 + 33 |
| <p>The objective of the thesis is to improve the communication of Plan Finland's volunteer Area Managers in social media by creating a communication package that focuses specifically on social media.</p> <p>This thesis is a product-oriented study and the commissioning party is non-profit organization Plan Finland. The idea for the thesis came to mind when contacting Plan Finland, and discussing possible thesis topics in the area of communication. There was a clear need for guidelines to unify the Area Managers' communication as there are no guidelines at the moment. The Area Managers have various educational and professional backgrounds, which mean that they have varying social media and communication skills.</p> <p>The thesis consists of introductory, theoretical and empirical parts. The introductory describes the topic in general and explains the background for the thesis. The theoretical part consists of research on voluntary work, social media and a case study of another organization's communication in social media. The empirical part includes describing and evaluating the results of questionnaires and interviews, as well as, planning and implementing the communication package. The questionnaires and interviews conducted are done using qualitative research method.</p> <p>The main result of the thesis is a communication package for Plan Finland Area Managers that includes specific guidelines for using social media in voluntary work at Plan Finland. The package explains what social media is, why to use it and how to get started. The package is easy to use and covers all the major parts of communicating in social media. The package will be given to the Area Managers early 2015 and it gives a chance for them all to use social media as a communication tool regarding their background or skills.</p> | |
| Keywords Social media, voluntary work, communication. | |

Table of contents

| | | |
|-------|--|----|
| 1 | Introduction | 1 |
| 1.1 | Plan Finland as part of Plan International..... | 1 |
| 1.2 | Research question | 6 |
| 1.3 | Research method and implementation of the research | 6 |
| 1.3.1 | Conducting a questionnaire to Plan Finland Area Managers | 7 |
| 1.3.2 | Conducting a questionnaire to Plan Finland Volunteer Coordinators | 8 |
| 1.3.3 | Conducting a questionnaire to Plan Finland Communication Department .. | 9 |
| 1.4 | Terminology | 9 |
| 1.5 | Voluntary work | 10 |
| 1.6 | Social media | 12 |
| 1.6.1 | Social media in Finland | 14 |
| 1.6.2 | Facebook and Twitter | 15 |
| 1.6.3 | LinkedIn, Instagram and blogs | 16 |
| 2 | Case: RASMUS organization using social media as a communication tool | 17 |
| 2.1 | Examples of the use of Facebook group functions | 18 |
| 2.2 | Examples of Facebook group posts | 20 |
| 3 | Plan Finland communication | 24 |
| 3.1 | Purpose of the Area Managers at Plan Finland | 25 |
| 3.2 | Plan communication objectives for the Area Managers | 26 |
| 3.3 | CSA of the Area Managers' communication | 27 |
| 3.4 | SWOT analysis of the Area Managers' communication | 29 |
| 4 | Plan Finland Area Managers' questionnaire results | 31 |
| 4.1 | Local area objectives | 31 |
| 4.2 | Skills and interests | 32 |
| 4.1 | Benefits from the communication package | 34 |
| 5 | Plan Finland Volunteer Coordinators' questionnaire results | 36 |
| 5.1 | Local area objectives | 36 |
| 5.2 | Skills and interests | 36 |
| 5.1 | Benefits from the communication package | 38 |
| 6 | Discussion | 40 |
| 6.1 | Major ideas for the communication package | 40 |
| 6.2 | Different approaches in communication | 41 |
| 6.3 | How to be precise, current and efficient at communication | 42 |
| 6.4 | Publicity and information security in social media | 42 |
| 6.5 | Appreciation and personality in posting and replying to volunteers | 43 |
| 6.6 | Different channels in social media | 45 |

| | |
|---|----|
| 6.7 Promoting and marketing an organization in social media..... | 48 |
| 7 Implementation of the communication package..... | 49 |
| 8 Recommendations | 50 |
| References | 52 |
| Appendices..... | 54 |
| Appendix 1. Communication package to Plan Finland Area Managers..... | 54 |
| Appendix 2. Questionnaire template Plan Finland Area Managers | 77 |
| Appendix 3. Questionnaire template Plan Finland Volunteer Coordinators..... | 81 |
| Appendix 4. Timeline of the thesis..... | 86 |

1 Introduction

The use of social media as a communication tool for non-profit organizations is rapidly growing at the moment. There is a high demand to contact as many new readers and possible new volunteers as an organization possibly can, in order to keep the organization succeeding today. As social media is taking the role of face-to-face promotion and recruiting, one must have the tools and knowledge to successfully communicate in social media.

Area Managers of Plan Finland are volunteer workers who are in charge of the communication between Plan Finland and volunteers in individual areas all around Finland. Every area has its own Area Manager, who works in co-operation with Volunteer Coordinators of Plan Finland main office in Pasila, Helsinki.

This thesis will offer proper guidelines; ideas and instructions for using social media as an efficient communication tool, and helping the Area Managers succeed in their tasks. The communication package (appendix 1) will serve as a guideline for individual Area Managers, giving them the tools and professional aspect of the communication between them and volunteers in their own local areas.

The package is done in a way, that it is coherent for the new starting Area Managers as well as the existing experienced ones. The content of the thesis itself as well as the communication package has been done according to the ideas and preferences of Plan Finland Volunteer Coordinators and Area Managers. The questionnaires conducted for this thesis also included questions about other media as it was Plan Finland's wish, but the focus in this work is only on social media.

The package will be explaining number of useful interesting topics, including the list of different communication channels such as Facebook and Twitter, and the guidelines how to utilize them properly.

1.1 Plan Finland as part of Plan International

Plan International is a development organization that was founded in 1937 and is one of the oldest and largest children's development organizations in the world (Plan International 2014). Plan International works in more than 50 countries promoting the interests of children and helping children specifically in third-world countries.

In this thesis we focus on Plan Finland which is a Finnish non-profit organization that promotes children's development and is a part of Plan International. The organization has been operating since 1998. The organizations' vision is a world where every person is respected and every child has a full right to live a complete life. Their mission is to help children in third-world countries. Plan International and Plan Finland are politically and religiously independent organizations. (Plan Finland 2014.)

Plan Finland has six primary values which include working in an ethical and honest way, being responsible and productive, creating circumstances in which every person uses their own strengths in the best suitable way, respecting the value of every single person, using only respectful resources and pursuing continuous learning and development. The organization works in eight core areas which are water and sanitation, health, economic security, sexual health, protection, child participation, education and emergencies. (Plan Finland 2014.)

At the moment the Plan Finland has one office which is in Pasila, Helsinki and there are around 60 employees. The Area Managers work from their home and mainly in their own local area, at the time being there are local groups in Helsinki metropolitan area, Joensuu, Jyväskylä, Kemi, Kuopio, Lahti, Lappeenranta, Liperi, Oulu, Pori, Tampere, Tornio, Turku and Vaasa. The groups in Kemi and Tornio mainly work together in various events and other campaigns. (Plan Finland 2014.)

Plan Finland works under Plan International which has also 19 other national organizations, for example in Australia, Colombia and Sweden. All the national organizations work for the same objectives and follow the same guidelines which all come from Plan International. (Plan Finland 2014.)

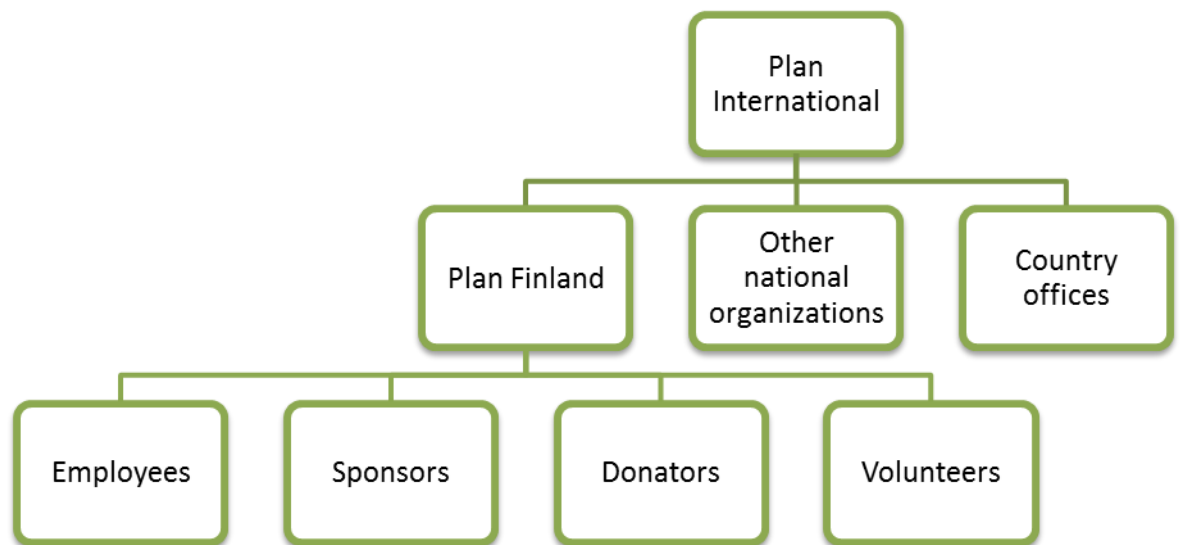


Figure 1. Plan Finland organization structure

Plan Finland's organization structure is visible in the figure above in which Plan Finland has been divided into four categories. All Plan's national organizations follow the same structure.

Employees: Employees include everyone who has an employment contract with Plan Finland. The employees work in Pasila, Helsinki at the main office of Plan and there are 62 people working there. Employees' target groups vary a lot as they all work in different fields and different departments. Examples of target groups are, for instance, sponsors, donators and volunteers.

Sponsors: Sponsors are people who sponsor a child in a developing country. Every sponsor gets their own child to sponsor, and will follow the child's growth by sending and receiving letters. This way the sponsor will also get to know more about the work Plan does in that specific country and in the child's community. The most important part of sponsoring is that with the sponsor's donations children are able to go to school and live a better life. The money does not only help the children who have their own sponsor, but

their communities equally. 43.2% of Plan Finland's revenue in 2012–2013 came from the sponsors, which is a quite a big portion as can be seen in figure 2. The sponsors' target group is of course the children in third-world countries. (Plan Finland 2014.)

Donators: Donators are people who give monetary donations to the organization. There are four kinds of donators: monthly donators, one-off donators, anniversary donators and bequest donators. Monthly donators have chosen a specific amount which they donate each month. The one-off donators are people who give one, usually, larger donation. If someone has a birthday party or some other celebration, one can ask people to give donations to Plan instead of presents for one's own use. It is also possible to bequeath property to Plan Finland.

All these donations were 7.2% of Plan Finland's revenue in 2012-2013 as can be seen in figure 2. The donators' target group is wide and may vary a lot as the donations go to many places. Donator's target group could be thought as all the children in need in third-world countries. (Plan Finland 2014.)

Plan Finland is active in various social media channels which include Facebook, Twitter, Instagram and YouTube.

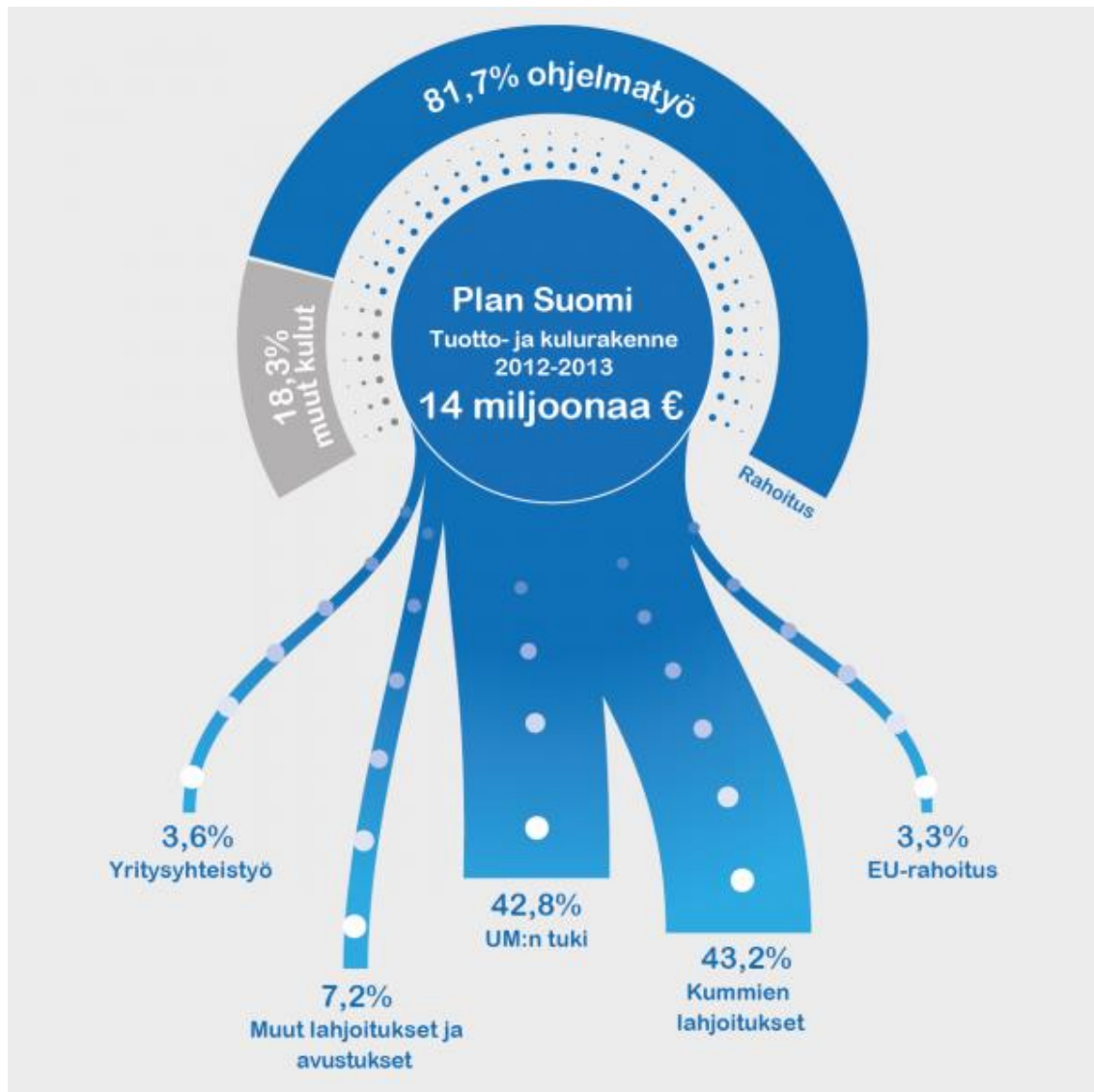


Figure 2. Plan Finland's revenue and cost structure 2012-2013 (Plan Finland 2014)

Volunteers: The fourth category is volunteers and this is the category where the Area Managers belong to, as they are volunteers. There are many different kinds of voluntary tasks for people who are interested in voluntary work at Plan Finland. Here is a list of the most common ways to volunteer: one can take part in the events Plan organizes, be the one to organize these events, join street fundraising, help out at Plan's office, translate reports and letters, give professional expertise, organize a photography exhibition, collect funds with one's school or request someone from Plan to speak in a school or at an event.

Volunteers include the Area Managers who work in a specific area in Finland. The main task of the Area Managers is to promote Plan, raise awareness and keep volunteers in their area active. The idea is that the Area Managers take care of the volunteers near

them and keep them interested in voluntary work. The Area Managers' target group includes volunteers near their own local area and possible new volunteers.

1.2 Research question

The objective of this thesis is to create a communication package for Plan Finland Area Managers to use when using social media as a communication tool in their voluntary work.

The research question:

- How to use social media as a communication tool in voluntary work?

The research question is answered by doing research regarding voluntary work, social media and Plan Finland as an organization. The research answers are collected by background literature, qualitative questionnaires and interviews.

1.3 Research method and implementation of the research

We chose to use a qualitative research method for this study. We had two questionnaires, one to the Area Managers and one to the Volunteer Coordinators at Plan Finland. We also did an interview with the Area Managers when collecting the questionnaires. Qualitative research can be seen as more subjective than quantitative research (Doing qualitative research 2009, 6).

The reason we chose to use qualitative research method was the fact that we needed ideas and opinions from our thesis' target group, which is the Area Managers and the Volunteer Coordinators at Plan Finland. The ideas were needed to produce the communication package to our target group so we needed to see the real situation of the Area Managers and Volunteer Coordinators at Plan Finland. It was especially important to hear their own ideas as the purpose of qualitative research is to describe real life (Hirsjärvi, Remes & Sajavaara 2009, 161).

Our idea was to understand exactly how much the Area Managers know about social media, do they use it already, how they feel about using it in the future and what is important to them when communicating with their own target group. This was the reason why it was important for us to actually meet the Area Managers in person, hear their point of view and fully understand what their own ideas are regarding the communication package. We also needed to know what Plan Finland expects of the Area Managers regarding their

communication in social media and with their target group, and for this reason we sent a questionnaire to Plan Finland's Volunteer Coordinators.

1.3.1 Conducting a questionnaire to Plan Finland Area Managers

Most of Plan Finland's Area Managers were in Helsinki in September 2014 as there was a training weekend for Plan Finland's Area Managers and for other volunteers. A couple of weeks before the training weekend we decided to make a questionnaire for the Area Managers. We discussed this with Plan Finland's Volunteer Coordinators and they recommended us to hand out the questionnaire during the training weekend, and to also conduct interviews with the respondents. The training weekend was held in Iiris - The Service and Activity Centre for the Visually Impaired in Itäkeskus, Helsinki, Finland on 6 September 2014.

We sent the questionnaire (appendix 2) to Plan Finland's Volunteer Coordinators on Friday 5 September 2014 and they printed out the questionnaire forms, as well as handed them out on Saturday 6 September 2014. The questionnaire form was handed out early on because the objective was to get as honest answers as possible and that gave people enough time to answer the questions with thought. On Sunday 7 September 2014 we collected the questionnaire forms and went through the questions in person with each individual, completing the answers to make sure everyone had understood the questions completely. We had reserved half an hour for each Area Manager to ensure there was enough time to get through all the questions without haste.

In the questionnaire we informed all the Area Managers that the questionnaire itself and the interview will be anonymous for the public, and there will be no names or locations mentioned in this study. We also explained the purpose of this study to make sure everyone was aware of the outcome and that they have an opportunity to influence their social media communication package.

Of sixteen Area Managers, nine answered the questionnaire. The remaining seven we decided to exclude from this study because interviewing them in person was not an option because of the limited time that we had. We wanted to make sure that every respondent understood the questions correctly and that the research data was unaffected by answers which were not completely understood.

The 9 answers were sufficient for us in this study as all the respondents, the Area Managers, represented various locations in Finland. The answers were consistent with each other, which implies the study group size was sufficient.

In qualitative research the researcher prefers people as an instrument when collecting information, and the researcher trusts his or her own observations and discussions more than other measuring instruments (Hirsjärvi, Remes & Sajavaara 2009, 164). After we received the nine filled questionnaires and conducted the interviews, we summarized all the answers and decided we had enough information from the Area Managers, to make the communication package for them and for Plan Finland.

The questionnaire was divided into three sections; local area objectives, skills and interests and hopes and wishes. Likert scale was used in the question about how the Area Managers feel about communication in specific channels as this scale measures attitudes and behavior well (SurveyMonkey 2014.)

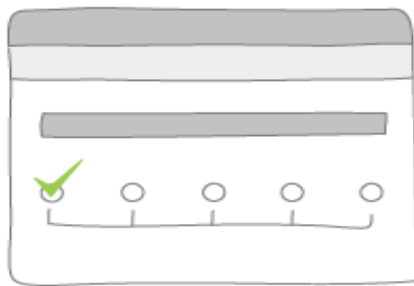


Figure 3. Likert scale (SurveyMonkey 2014)

The figure above demonstrates what a Likert scale looks like. It is better to use words as the values instead of only numbers as numbers seem to be more abstract for the respondents. It is also wise to have odd number of values in the scale so that the respondents have one neutral value, if they genuinely do not know or are not able to answer a specific question. (SurveyMonkey 2014.)

1.3.2 Conducting a questionnaire to Plan Finland Volunteer Coordinators

We sent a questionnaire to Plan Finland's Volunteer Coordinators (appendix 3) by email on Friday 12 September 2014, and got their answer in one document on Friday 10 October 2014. The questionnaire was much like the questionnaire to the Area Managers, but was modified to answer how they felt about the Area Managers' communication in social

media, and what Plan Finland would hope to gain from the social media package. The questionnaire form can be read in the attachments.

The questionnaire was divided into the same three parts as the Area Managers' questionnaire: local area objectives, skills and interests and hopes and wishes. There was also a Likert scale to answer a question about how Plan Finland's Volunteer Coordinators think the Area Managers manage certain communication channels. The Likert scale was good for this particular question as we could compare the answers with the Area Managers' answers.

1.3.3 Conducting a questionnaire to Plan Finland Communication Department

When we sent the questionnaire to Plan Finland's Volunteer Coordinators on Friday 12 September 2014, we asked them to forward the questionnaire to their Communication Department. We received the Communication Department's answer in one document on Tuesday 28 October 2014. The Communication Department has different kinds of point of views as they do not work closely with the Area Managers but they were able to give ideas to the communication package from the point of view of communication professionals.

As already mentioned, the questionnaire to Plan Finland's Communication Department was the same we sent to the Volunteer Coordinators. There were many questions not answered as the Communication Department does not work with the Area Managers, and therefore they are not able to answer to questions about CSA of the Area Managers' communication. The Communication Department then again was able to give professional ideas for the actual communication package.

1.4 Terminology

Here is a list of the most common terms we use in this thesis. The terms have various purposes and this list explains what purposes we use to outline this work.

Non-profit organization. An organization not conducted primarily to make a profit (Oxford Dictionaries 2014). A non-profit organization promotes initiatives for the public good and raises money to help the ones in need of it. These organizations also make it easier for everyone else to take action.

Volunteer. A person who works for an organization, without being paid (Oxford Dictionaries 2014). A volunteer is a person who has made a choice to help or support an organiza-

tion on his or her own time and is willing to do this without any compensation except knowing he or she has done something for the public good.

Voluntary work. Work that is done by the aid of volunteers (Collins Dictionary 2014). Voluntary work is the act of doing something beneficial to others in need of help, without getting paid.

Area Manager. A manager of a business, organization, etc. who has a responsibility for a specific geographical area (Collins Dictionary 2014). Area Managers have many different kinds of duties which vary according to the organization. They mainly work promoting the organization and coordinating other members of the organization in their own areas. At Plan Finland the Area Managers are volunteers who are responsible for specific cities and municipalities in Finland usually according to where they live. The Area Managers work on their own time and the volunteering is quite independent.

Volunteer Coordinator: Volunteer Coordinators at Plan Finland work with its volunteers. The Volunteer Coordinators are the contact persons for the Area Managers and for other volunteers at Plan Finland.

1.5 Voluntary work

Voluntary work is defined as an act of doing something that is beneficial to ones in need of help. Voluntary work gives value to life especially when one finds an organization or an objective that suite their preferences and own ideology.

More than every third of Finnish citizens have conducted voluntary work at least once in their lifetimes, and this only includes work done for an organization, movement or party. There are even more Finnish citizens who would do voluntary work if they were asked directly. This is very positive for non-profit organizations. When trying to find new volunteers or keep the old volunteers interested, an organization should focus on developing their activities and functions to make the voluntary work more appealing, and this way become a successful organization. (Karreinen, Halonen & Tennilä 2010, 5.)

Lari Karreinen, Maria Halonen and Meri Tennilä (2010) give ten steps towards better voluntary work, which are explained in this chapter. An organization should define every voluntary task well. Every volunteer should have a specific and clear work description, and there should be more specially tailored tasks according to a volunteer's skills. Voluntary

tasks could be made into small packages so that a person can pick a suitable package based on one's preferences. (Karreinen, Halonen & Tennilä 2010, 9-22.)

When an organization is recruiting new volunteers, its main target group is the current volunteers. The current volunteers spread information about the organization, and in various situations act as the face of the organization. Some ways to get new volunteers and new members to an organization is one's own social network, rousing discussion, marketing in social media and networking anytime anywhere. (Karreinen, Halonen & Tennilä 2010, 23-33.)

The main reason for Finnish people to volunteer is pure motivation to do something good for others. An organization definitely should use this and create more different kinds of voluntary tasks to get more people interested in the actual voluntary work. Usually a volunteer's motivation decreases after the recruitment. It is vital for an organization to keep the volunteer interested in the work or then even motivation does not make the volunteer to stay as a volunteer. (Karreinen, Halonen & Tennilä 2010, 34-41.)

It is important to make sure every volunteer is working in a task suitable to one's preferences and skills. There are usually also volunteers who are extremely active, and could be suitable to have a career as a volunteer. These kinds of volunteers often become key persons; they organize events, fundraising and recruit new volunteers. As explained there are various types of volunteers, and it is important to know how to unite these different kinds of skills and personalities. When working in groups, there should always be divided roles so that everyone knows what to do. (Karreinen, Halonen & Tennilä 2010, 42-43, 51, 62.)

After all of these aspects, an organization should remember to thank the volunteers and ask feedback from them. Volunteers usually are prompt to give feedback which is excellent for an organization as it enables the organization to improve its voluntary work and specific tasks. An organization should remember to report every little aspect of its activities, for example feedback from the volunteers, to be effective in the long run. (Karreinen, Halonen & Tennilä 2010, 79, 81, 88.)

Leadership is a key word for every organization. It is important to lead an organization and its employees and volunteers consistently and with clear goals. It is also important for an organization to be excited and dream of achieving all of its goals. This way an organization

is able to inspire volunteers and recruit new volunteers. (Karreinen, Halonen & Tennilä 2010, 93, 104.)

Motivation is extremely important for a volunteer to have, as without motivation, voluntary work might feel to be an obligation. A volunteer might feel exhausted especially in situations where the voluntary work takes up all of one's free time, and there are not enough motivational factors to keep the interest up. Usually it is easy to notice one's own exhaustion as a person becomes reluctant to learn new things, do the old work as before and there is a distinct lack of interest in the work. It might be harder to notice someone else's exhaustion, and because of this an organization should monitor its volunteers to avoid this situation. (Karreinen, Halonen & Tennilä 2010, 114-117.)

A volunteer should also have the possibility to separate oneself from the voluntary work occasionally. Life situations and conditions in general change, and it should be possible for a volunteer to stop doing the voluntary work, but also to come back to it later when there again is more time. (Karreinen, Halonen & Tennilä 2010, 114-117.)

1.6 Social media

This chapter defines social media in general, and explain what social media is and how it's utilized in Finland. It was necessary to investigate social media for this thesis as the outcome is a communication package which specifically deals with social media and how to act there while presenting an organization. Social media is defined in various ways, and there is not yet one specific definition for it. In this thesis social media is defined as a combination of various sites for social interaction on the internet.

There are various social media sites for different purposes, and an organization should research which one to use to serve the purpose at hand. It is not only important to be active in social media, but to use the correct and suitable sites to gain the most value (Sano se someksi 2 2014, 36). Social media includes, for example, blogs, social networking sites such as Facebook, communities such as YouTube and information networks such as Twitter.

Social media sites are popular among individuals and organizations and at the moment there are almost 2 billion users of social media worldwide (eMarketer 2013). There are so many users of social media that when an organization has a good campaign, it can spread to millions of people in less than a day. A good example of a social media cam-

paign on Facebook is UNICEF's donation campaign in 2013 (Hrabik 2013). The campaign included one photo shared on Facebook with a powerful message, and the photo can be seen in the figure below. These kinds of campaigns spread easily even though there is not much text or information. It captures attention and is easy to share onwards.



Figure 4. UNICEF campaign in 2013 (Hrabik 2013)

Blogging has also been a part of social media since the end of the 1990s. A blog, originally weblog, is a site on which a blogger publishes posts about any current subjects. Blogs always have a date on them and readers are able to comment the posts. Since the early 2000s blogging has gotten much easier for everyone, as there are now actual blogging

sites where one can create a blog with readymade templates. Organizations' blogging is wise and an easy way to reach the right target groups, when an organization has the right person to write and maintain the blog. (Kilpi 2006, 3-5.)

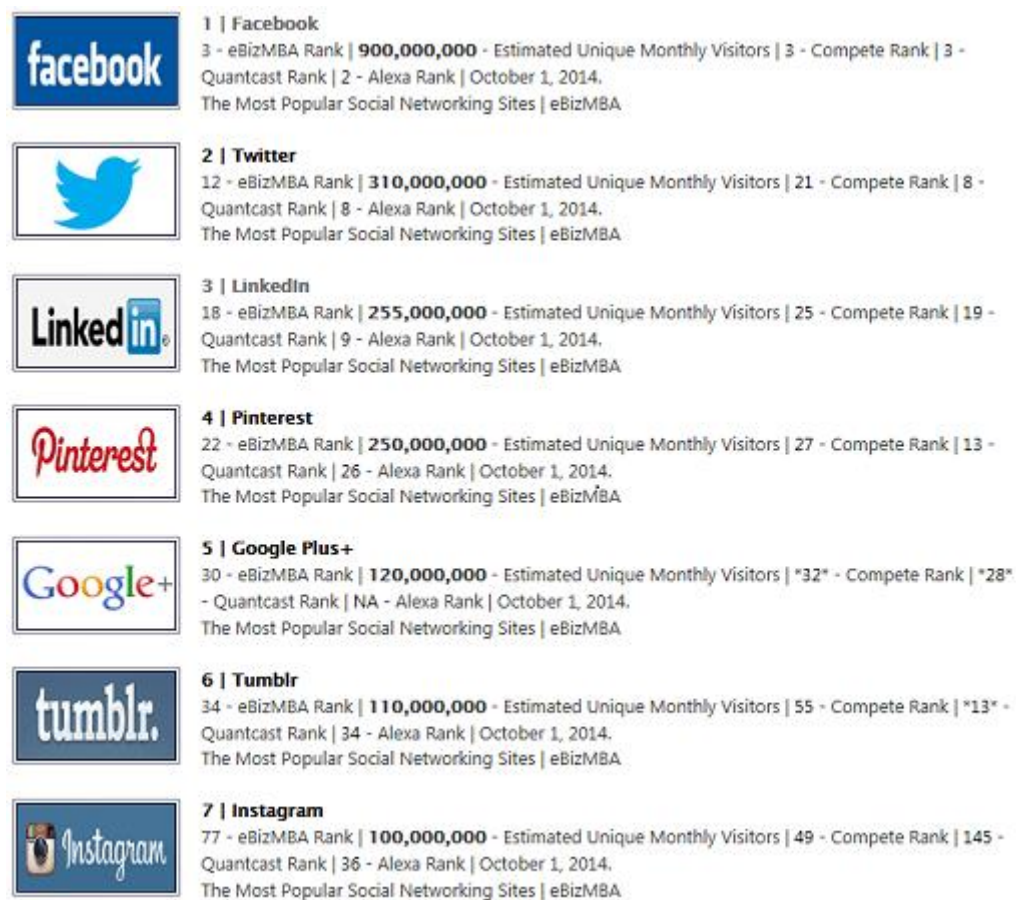


Figure 5. Seven most popular social networking sites in October 2014 (eBizMBA 2014)

In the figure above can be seen the top seven most popular social networking sites at the moment. Facebook is clearly the leading social networking site with around 900,000,000 users. Twitter is second with around 310,000,000 users and LinkedIn third with around 255,000,000 users. Instagram, launched in 2010, is a social network site where one can share photographs and short videos and is seventh on the list of most popular social networking sites with around 100,000,000 users. (eBizMBA 2014.)

1.6.1 Social media in Finland

This part defines and explains four social media sites and some blogging sites that could be useful to Plan Finland's Area Managers' when communicating with their target groups and with each other. The main focus in this chapter is on Finland as the Area Managers do their voluntary work there and mainly with people who live there. Every nation seems

to have its own preferences with social media and how it is used. This is also the reason for giving direct examples of which social media is popular in Finland and how it is commonly used.

Social media is very popular in Finland but it has some of its own characteristics, which will be addressed here. In 2013 Finland's most popular social networking site was Facebook with around 2,100,000 users and around 38% of all Finnish citizens, the second was Suomi24 with around 1,700,000 users and the third IRC-Galleria with around 451,000 users (Pönkä 2013). Suomi24 is a Finnish social networking site where one can start conversations and discuss various topics. IRC-Galleria is a Finnish social networking site and is actually quite similar to Facebook and was even more popular before in the early 2000s, but after Facebook was launched, IRC-Galleria lost users to it. Twitter has not yet become that popular in Finland even though it had over 500,000 users in 2013 (Pönkä 2013).

1.6.2 Facebook and Twitter

Facebook, launched in 2004, is the most popular social networking site in the world (eBizMBA 2014) and is obviously an ideal place to communicate through for any organization just because of its amount of users. Around 38% of all Finnish citizens were using Facebook in 2013 (Pönkä 2013). Facebook is a social networking site which is quite personal and users want to interact with other users, and organizations should try and interact with users on their own level. An organization should avoid corporate language on Facebook, which means they should be more personal, avoid long sentences with complicated words and preferably use spoken language (Sano se someksi 2 2014, 25).

Facebook is definitely not only for marketing when talking about organizations. Facebook is considered more personal and for that reason people want to be able to contact organizations, and to connect with them on a personal level. On Facebook, organizations use pages or groups; pages mainly for bigger audiences, and then groups for smaller target groups.

Twitter was launched in 2006, and it is the second most popular social networking site in the world (eBizMBA 2014) though not yet that popular in Finland. Twitter is a lot more popular in other countries, especially the United States. In Finland at the moment Twitter is mainly used by journalists, politicians, IT-professionals and the media (Sano se someksi 1 2014, 70). Twitter can be both casual or personal and professional, and on the site one

can tweet, alias post short messages or photographs. Many assume Twitter is similar to Facebook, but actually it is a very different kind of social media. Twitter is like a microblogging site where people share their tweets for everyone to see. Users do not add each other friends on the site, but they follow each other, which mean that a person does not have to follow everyone that follows her or him.

1.6.3 LinkedIn, Instagram and blogs

LinkedIn launched in 2002 has around 450,000 registered users in Finland (Pönkä 2013). LinkedIn is somewhat as a professional Facebook, which means that it works very similarly as Facebook, but everyone's profile is their curriculum vitae, and all the posts usually have something to do with work life. An important aspect of LinkedIn is that it is not a site for customer service, but a place in which to connect with professionals and recruit new people (Sano se someksi 2 2014, 38).

When considering non-profit organizations, LinkedIn is used by many of these organizations such as Plan International, Plan Finland, WWF Finland and Save the Children. In 2014 LinkedIn launched a new function which is a possibility to write a blog on the site (Sano se someksi 2 2014, 39). On LinkedIn the main language used is English, so most of the Finnish and other countries' profiles are filled in English. Almost all of the company pages are also in English regardless of the country of origin.

Instagram was launched in 2010 and in 2012 it was bought by Facebook. Instagram is a social networking site where one can share photographs and short video clips. In Finland Instagram is used by some organizations such as Plan Finland, WWF Finland and The Finnish Association for Nature Conservation (FANC). One function that makes Instagram unique is its own photograph filter that makes it able to modify the style of the photograph before publishing it. When sharing a photo on Instagram, an organization should include links and a short description on the comments, so that it is easy for the viewer to continue to the organization's website, and get more information on the subject.

Blogs are quite common in Finland and they seem to fit into its culture well. Blogs came to Finland in the end of the 1990s and it did not take a long time for them to be a part of the communication of many organizations. In Finland, for example, almost all magazines have blogs nowadays, and many other organizations and big companies have blogs too. Popular blogging sites in Finland are, for example Blogger.com owned by Google launched in 1999, Blog.com launched in 2004 and Finnish Vuodatus.com launched in 2004.

2 Case: RASMUS organization using social media as a communication tool

The main idea of this chapter is to give an example of another Finnish organization's good use of social media. The group chosen to use as an example is RASMUS, which is Finland's league against racism and xenophobia, and their open Facebook group which has a bit over 6000 members.



Figure 6. Screenshot of RASMUS Facebook group's front page (RASMUS 2014)

Even though RASMUS is an open group, a person still has to join the group to be able to post and comment on the wall of the group. A wall means the front page of a group, in which the administrator and the members share posts and discuss. The group members are fairly active and post on the group many times during the day. This makes it easy for the administrator as he or she does not have to post something every week.

2.1 Examples of the use of Facebook group functions

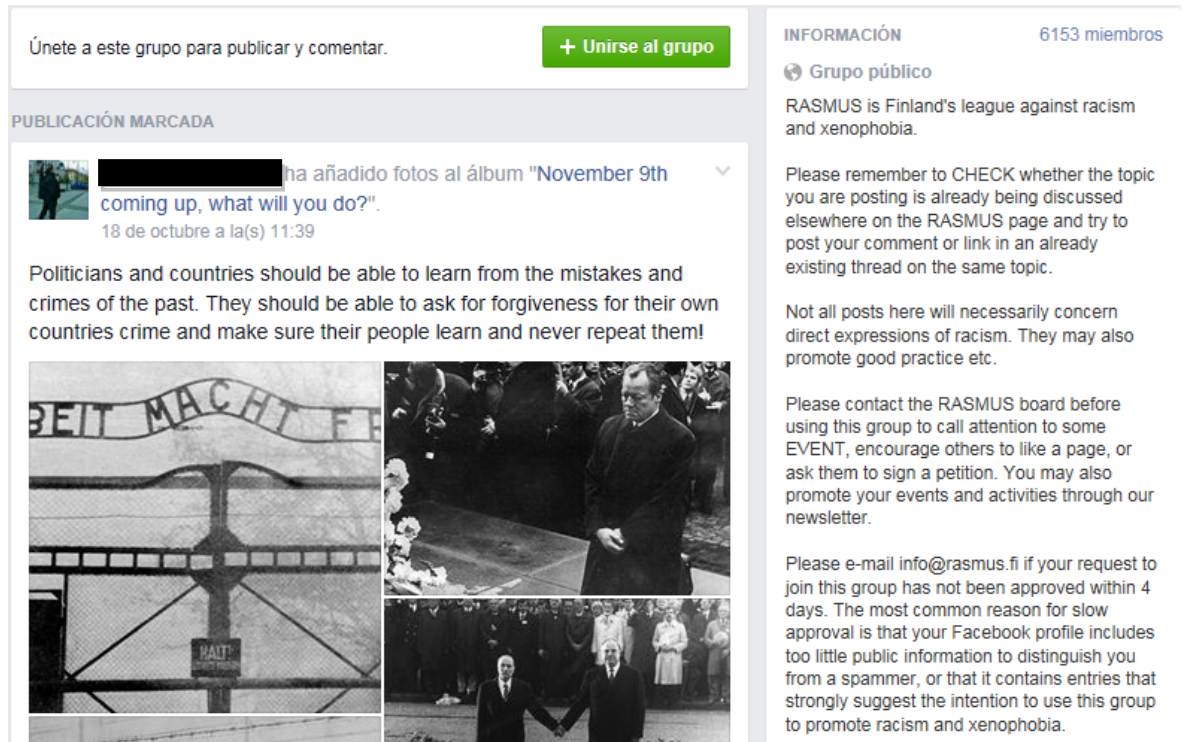


Figure 7. Screenshot of the information box (RASMUS 2014)

First good aspect on RASMUS' Facebook group is the fact that they have clearly mentioned on the information box of the group, what is the aim of the group and what are its rules. It is important to clearly define the rules of a group as can be seen in the figure above. There must be specific rules so that in worst case scenario, the administrator is able to appeal to the rules. It is also a positive factor that there is an email address of the administrator, so that the members are able to contact him or her personally and not only by posting on the group's wall.

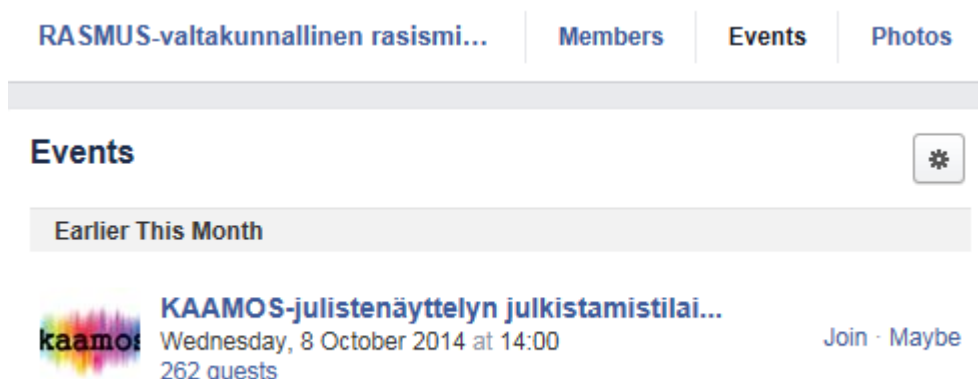


Figure 8. Screenshot of events section (RASMUS 2014)

Another important aspect is the possibility to add all possible events on the group's events section. If the administrator only markets the events with various posts, and does not add them to the events section, they easily get lost and mixed with older posts. RASMUS has posted about the event, which can be seen in the figure above, and still has it also in the events section. In an imaginary situation a member sees a post about an event and is looking for it after a couple of days, it might be hard to find the post, if it cannot be found in the events section.

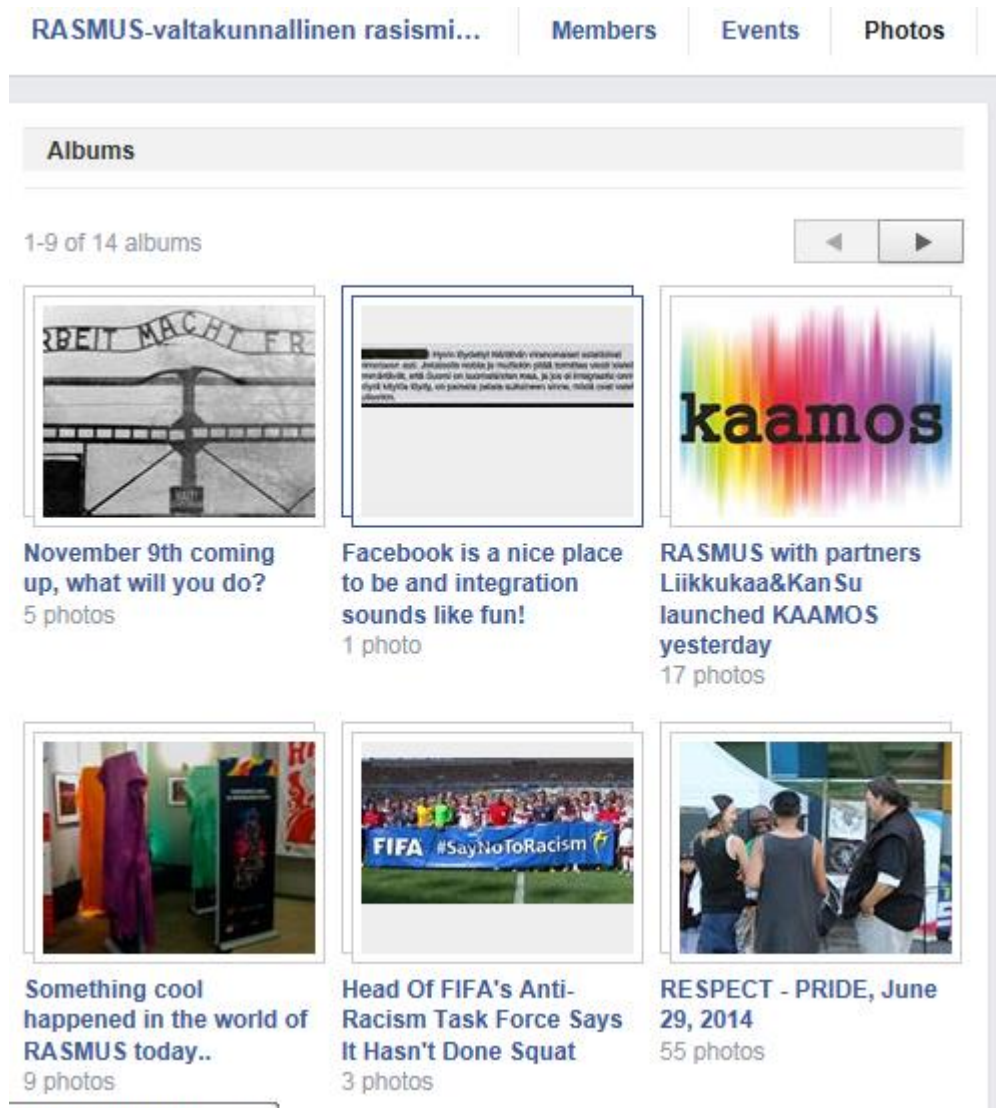


Figure 9. Screenshot of photos section (RASMUS 2014)

The figure above is a screenshot of RASMUS group's photo section, which has 14 albums at the moment. The albums are named clearly and they are organized, which makes them easier to find to the members. It is also easy to find an album when looking for one, as the names say clearly where the photos were taken from.

2.2 Examples of Facebook group posts



Figure 10. Screenshot of a post (RASMUS 2014)

The figure above is a video that was posted on the RASMUS Facebook group. This is a good example of how a short humorous video clip gets comments and likes immediately after posting it. Members of a group will easily watch a short video as it does not take much time, and at the same time it is easy to comment on it. A funny video clip, with a good cause behind it, makes people think, and this way raises awareness.



Figure 11. Screenshot of a post (RASMUS 2014)

The figure above is an example of a good post on a group. Short, visual and makes members comment on it as it does not take time to read it, but still makes people think about the issue at hand.



Figure 12. Screenshot of a post (RASMUS 2014)

There are some types of posts that might not get the attention of a member, and one type is a post that has a link to another text with a long introduction text to it, as seen in the figure above. In this specific post, the one who posted it could have left only the translated text as an introduction. It might seem too long and confusing for a member to read, as nowadays people scroll down their Facebook front page quite quickly. People in general only read the ones that catch their eye. This seems to be a problem for many individual people and for organizations. There are so many organizations that post on Facebook as if their posts were press releases, and that does not catch anyone's eye, in addition it might even make members to leave a group or at least block the notifications from their own front page.

Here were some examples of posts on RASMUS Facebook group's wall. Many members of RASMUS group are active and comment on the posts. It is so easy to just press the like button on posts and it is especially good if posts get comments. People tend to like a post much more easily than they comment on it. When people like a post, it might mean that

they have not even read it well, but if they comment on a post, it means that they have at least read a part of it and are willing to engage on it.

3 Plan Finland communication

Plan Finland's internal communication between the Area Managers and Communication Department is fairly low at the moment. The communication department wished that there would be more dialogue between the Area Managers and the communication department, specifically about the organized events, pictures of the events, and details in what areas of communication the Area Managers might need help from the communication department (Plan Finland Communication Department 2014).

The Area Managers do not have access to the materials the employees of Plan Finland can use via Plan Finland's extranet. Volunteers and Area Managers have their own section included in Plan Finland extranet, where they can have access to the rules, tips and some forms about voluntary work. The remake of the extranet, which is being implemented at the moment, will include PowerPoint bases, poster bases for events and video links for common use to be posted in social media (Plan Finland Volunteer Coordinators 2014).

Some of the communication tools used at Plan Finland right now are Plan Finland's official Facebook page, different volunteer pages in their local areas, email and print media. Area Managers have an extranet page which includes guidelines for the communication and job description. Internal communication is done mainly through the communication department to the Volunteer Coordinators and through them to the Area Managers.

The problem at the moment is the poor knowledge of different tools in social media, which are not used to their full potential. Facebook pages and groups are unmaintained, different with each other as well as hard to come by for people who do not know what to look for. It also came clear through the interviews, that the Area Managers are not completely satisfied with the internal communication, as the information does not reach everyone in the end. (Plan Finland Area Managers 2014.)

As all the Area Managers are volunteers, the level of communication is fairly low, and does not serve the purpose needed in this time of social media usage done by similar organizations. It is of course not expected that the Area Managers would know how to use social media as a communication tool, as they are volunteers, but there should be some sort of guidelines for them to use.

As the Area Managers live in various locations in Finland, the organization's training possibilities are hard to organize. For this reason the idea of this thesis is to give the Area

Managers tools and a complete guideline package to make communication more effective and encouraging.

3.1 Purpose of the Area Managers at Plan Finland

When contributing to voluntary work, the support of professional individuals, in this case the Volunteer Coordinators is important. As Plan Finland is a rather big organization, with thousands of volunteers, the resources of professional help are scarce. This is where the Area Managers come in. Area Managers can be seen as team leaders divided by the place of business. Each Area Manager has an area or a town where he or she manages a group of volunteers, helping them with communication, recruiting and arranging events for Plan Finland.

Area Managers in charge are all volunteer workers, so the professionalism comes from their own experiences and previous studies and interests. This might cause communication troubles in the long run, if the training and guidelines of these leaders is not done properly and with clear information. The reason behind these suspected troubles is simply the fact that without a specific communication plan and guidelines the Area Managers can rely on, the level of communication is not balanced as some of them are communication professionals, and some are just starting to use social media as a communication channel. Inconsistent communication eats away the credibility of the organization itself, and this might make it harder to recruit new volunteers.

Area Managers are people who are or have been involved with Plan Finland and voluntary work itself for a long period of time, and who have felt that they could offer more to the organization. These people take care of the daily/weekly information flow to keep volunteers in check of the upcoming events, as well as the situations in hand, as the main office at Helsinki is usually taking care of their own area.

The information flow to the Area Manager always comes from the main office, and it is being delivered all over Finland by the Area Managers. Communication in these cases is usually done by email, but as the purpose of the Area Managers is to recruit new volunteers as they are keeping the working volunteers informed, this channel falls short and it is hard to reach new people with only email.

The main purpose of Area Managers and the main purpose of this thesis is to give the Area Managers the knowledge, confidence and ideas on how to maintain and balance these two important tasks, how to recruit new volunteers and keep the working volunteers engaged and motivated.

When thinking of the aspect of voluntary work, the feeling of satisfaction and contributing to something important is usually what the workers are drawn to. Without motivational skills or people to turn to when one is feeling that he or she is not contributing enough, can cause the engaged volunteers to quit as well as the new potential volunteers to seek another channel or way to fulfill this need of contributing. This is why it is important to have a team leader, and in Plan Finland's case, the Area Managers, are the voice and face of the organization to the volunteers. Personalization in this case is mandatory and helpful to make the volunteers feel respected and proud of their work on behalf of people in need.

Innovating ideas and the passion for helping are the key things to look and hope for from the Area Managers, to get the full potential and outcome from them.

Other task the Area Managers face is spreading the word on behalf of Plan Finland. These individuals are in charge of reposting adds, news and personal posts to keep Plan Finland visible at all times. This is important as there are so many non-profit organizations that are very active in social media. This "competition" might seem wrong in a sense since all these organizations are working on behalf of needy and worthy causes, but the truth is, that today when there is so many different options to get involved in, the recruitment of new volunteers and donors is very important. With the right amount of activity in social media, the chances to get more people involved in Plan's cause are better.

3.2 Plan communication objectives for the Area Managers

The first thing that came clear conducting the interviews with Plan Finland Area Managers, was the short come of mutual communication and guidelines given in order to make the work efficient and productive.

Keeping in mind that the Area Managers are volunteers as well, and some lack the basic knowledge of using social media in communication, clear instructions were needed and needed badly. The main issues that were on hand, were the know how to use Facebook as a channel of information as well as communication tool between volunteers and people

who were seeking a way to contribute. The Area Managers were in need of instructions on how to manage a Facebook profile, how to set up an open group, where whoever could read the news and contact the administrators for more information.

The objectives consisted of the knowledge of the proper language in social media, the lawful aspect of sharing pictures, and to learn how to reach people in general through different social media channels. Vocabulary and information usage was one of the main hopes as an objective, to learn what catches reader's eye in a split second to engage the reader to seek more information of the post in hand.

One of the main objectives was to use social media channels although one is not used to them, or does not care to use them in their own time. This aspect is very important, as in today's world we mainly communicate in social media. Personal preferences must not affect the usage of the channel; it must be done in a professional point of view, as it is the channel to gain the most attention.

Some of the objectives were focused on co-operation with the other Area Managers to give and get new ideas and more support to make the workload easier for all. This would be done through Facebook, as a closed group, without the fear of someone stumbling in to the conversation by accident. The workload that the Area Managers have is quite significant considering the Area Manager's duties are usually maintained while having a full time job simultaneously. This co-operation would be a helpful way to give and get ideas for gatherings, recruiting and planning the big nationwide events. This would also include the objective of picture use, word use and the lawful aspect of sharing in social media, as all the Area Managers were able to mirror their own actions to other Area Managers.

One of the main objectives was to get more people involved in Plan Finland's voluntary work. The hopes were to learn more ways to do this, and a good base of knowledge on how it is done in other non-profit organizations in Finland. Area Managers hoped that they would be able to use their own innovated ideas more freely and to be able to include their personal experiences in arranging these events and social media transactions. (Plan Finland Area Managers 2014.)

3.3 CSA of the Area Managers' communication

The communication between the Area Managers and the volunteers varies a lot. Some of the Area Managers use mainly emails as a contact channel, some use social media, for example Facebook to reach out and share news and upcoming events. All in all, there is a lot to improve in their communication.

Conducting the interviews with the Area Managers, it was noticed that many of Area Managers did not have a clear view of the possibilities in social media. There was plenty of wants and interests, but the way of conducting these were unknown. The current state, in other words the lack of knowledge and “know how” minimizes the efforts and results of the communication. As the main objective would be to maximize the amount of contacted people, and to gain much more new volunteers, the social media package is badly needed.

Problems we faced in these personal interviews were the lack of interest to learn how to use social media, and the feeling that that particular channel is not important while recruiting new volunteers. Without the acceptance of the fact that social media is today's number one channel to reach people, the communication does not get any better. Most of the Area Managers were however thrilled to have this kind of support, as they felt insecure in the world of social media at the moment. The other problem we heard of was the time management issues, as almost all of the Area Managers were working a full time job and taking care of their voluntary work on their spare time. This problem would also be tackled with the basic knowledge of how to maximize the value of one's communication while minimizing the time one use in conducting it. (Plan Finland Area Managers 2014.)

We all know that when one has the knowledge of how to make things happen and the trust that one can handle it, it will take less time to actually contemplate and conduct the matter at hand. One more problem faced was the freedom of choosing whether to use these important channels or not. As an example, communication in Facebook was voluntary for the Area Managers, as in all the other social media channels. This basically means that if the Area Manager decides not to use these helpful and functional channels in communication, all of the possible future volunteers are lost, and the maintaining of interest of the extant volunteers is only done through email information every now and then. In the long run, this is not functional nor a smart choice when thinking of the benefits of the organization.

All in all the current situation could be much better, with little work and help in making the Area Managers feel like professionals in what is expected of them.

3.4 SWOT analysis of the Area Managers' communication

SWOT analysis is described in Business Dictionary (2014) as situation analysis in which internal strengths and weaknesses of an organization, and external opportunities and threats faced by it are closely examined to chart a strategy. SWOT analysis was ideal to do before developing the communication package for the Area Managers as it shows all their main strengths, weaknesses, opportunities and threads in one figure. This SWOT is based on the Area Managers' interviews and questionnaires (2014).

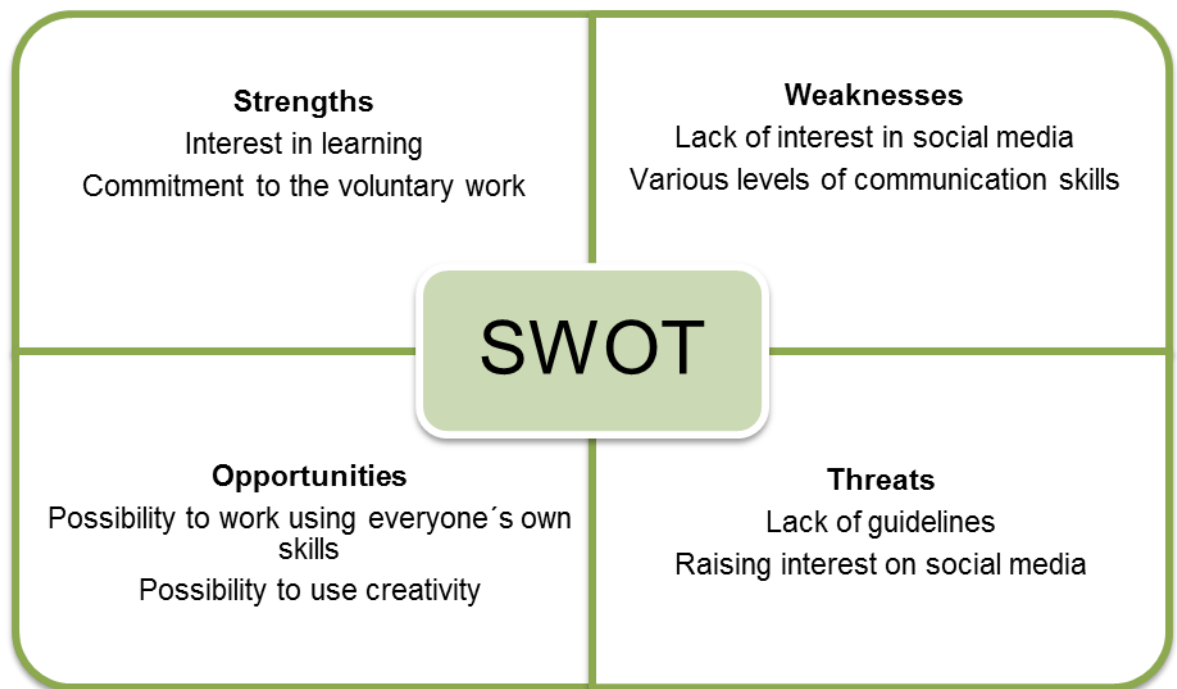


Figure 13. SWOT analysis of Plan Finland's Area Managers' communication

The strengths of Plan Finland's Area Managers' are interest in learning communication and the commitment to voluntary work. Almost every Area Manager was interested in learning new ways to communicate, and for this reason it will be a definite advantage to have clear instructions for them to use conducting their daily communication tasks. It was also clear that they were all committed to their work as Area Managers. All of the recipients were willing to act in social media if there were better instructions on how to maximize the advantage of social media as a communication tool. (Plan Finland Area Managers 2014.)

The biggest weakness of the Area Managers is the lack of interest in social media. Many of the Area Managers do not use social media in the own time, and this is the main reason

why they are not that eager to use it in their voluntary work either. The Area Managers come from various professional backgrounds and therefore their communication skills also vary a lot. The package will give them all the possibility to communicate in social media as equals concerning communication skills. (Plan Finland Area Managers 2014.)

Opportunities for Plan Finland's Area Managers is the amount of different backgrounds, skills and interests which could be utilized better while communicating in social media. With the communication package everyone is given an opportunity to use social media to it's full to communicate better in their own local areas. The Area Managers can then complement it with their own interests and skills. Many of the Area Managers were creative, but needed more guidelines on what kind of posts they are allowed or expected to share on social media. The Area Managers also need guidelines to know the effects of different kinds of post shared on social media. (Plan Finland Area Managers 2014.)

Threats are the lack of guidelines to communicate efficiently and the knowledge of how to raise enough interest in social media for Plan Finland's operations. Lack of guidelines will be fixed using the communication package, and it will also give all the Area Managers a possibility to communicate in social media on a certain level or above it. The communication package will give everyone an equal possibility to act in social media, and the package will make the communication much easier and enjoyable for everyone. Raising interest in social media can be quite hard sometimes, as there are so many channels and groups already used to that purpose. It is important to be active and interact with followers to keep them interested (Sano se someksi 2014, 30).

4 Plan Finland Area Managers' questionnaire results

The Area Managers received a questionnaire (appendix 2) elaborating questions about their objectives, skills, interests and hopes for the communication package we conducted. The answers were clear, simple and cohesive with one another. The reason behind this survey was to get a clear picture of what is needed and hoped by the Area Managers themselves to make their communication skills more efficient and cohesive.

4.1 Local area objectives

Q1: What are your area's objectives considering external communication?

Main objective of the Area Managers' is to make Plan Finland generally more visible in their own local area. Two other most common objectives for the Area Managers are to improve the marketing of Plan Finland, events in their local area as well as to reach new and old volunteers. Many of the Area Managers want to improve their communication skills in social media, but have some difficulties in doing so, such as how to make the marketing more efficient for the upcoming events, what to share on social media in order to make the events and news more noticeable, and how to make their own communication through social media more efficient (Plan Finland Area Managers 2014).

Q2: What would be an ideal situation for your local area, considering external communication?

In an ideal situation the different areas would have more visibility through Plan Finland. In the internet pages of Plan Finland, there could be links to the social media groups of the different areas to increase and help smaller towns and areas gain visibility. Plan Finland could also share the updates of the volunteer groups in their own social media channels to make the areas more visible and seen by more individuals. (Plan Finland Area Managers 2014.)

More than half of the Area Managers wished to have some place to have access to where Plan Finland's' commonly used marketing material and other visual material would be available for them to use in their own daily communication. Examples of this material were photos, videos, templates and e-cards. (Plan Finland Area Managers 2014.)

Also in an ideal situation there would be more co-operations between the Area Managers and other media channels. The events would be marketed through Plan Finland so the outcomes would be more consistent and coherent. (Plan Finland Area Managers 2014.)

4.2 Skills and interests

Q3: What media channels are the most natural and sensible for you to communicate in? For example Facebook, Twitter, contacting local newspapers/opinion pages, blog, contacting local radio station, photos.

Six out of nine Area Managers feel as Facebook and local newspapers are the most natural channels to communicate to people. Local radio and email were mentioned after these. Many of the areas are small in population, so it makes contacting local media channels easier. Even though many feel as Facebook is the most natural communication tool, they still feel as they need more guidelines to know the proper usage of suitable vocabulary, sharing and posting in social media. Some of the Area Managers do not use Facebook or other social media sites on their own time, so the guidelines must be made accordingly. Email is one of the tools the Area Managers use the most and it is a good way to communicate with people who are already volunteering, but it is hard to reach new possible volunteers through email. (Plan Finland Area Managers 2014.)

A good point that came up was that most are willing to write longer posts and stories, but are unaware of the places to promote these stories as well as the guidelines of what kind of stories they can actually write and share to public. (Plan Finland Area Managers 2014.)

Q4: Do you need support in some aspects of communication or are there some specific skills which you would like to develop considering communication?

There were various answers to this question. What came clearly to our knowledge is that it is important to concentrate on making a very basic, easily relatable and easily understandable guideline package to the Area Managers as they are so different in their needs of help and wants.

A lot of respondents need support in interviews, spreading the publications and messages, knowing the difference between social media channels and coming up with new ideas. (Plan Finland Area Managers 2014.)

Q5: What are your strengths and interests in communication?

Contacting different media channels seems to be quite easy for many of the respondents. All the respondents seem to be very interested in learning new ways of communication. (Plan Finland Area Managers 2014.) This is very beneficial to Plan Finland, as the communication package can really make a difference in both recruiting more supporters for their cause, as well as make the communication more visible in the organization overall.

Q6: How do you feel about the following aspects of communication? Circle your opinion. (1= hard, 5= easy):

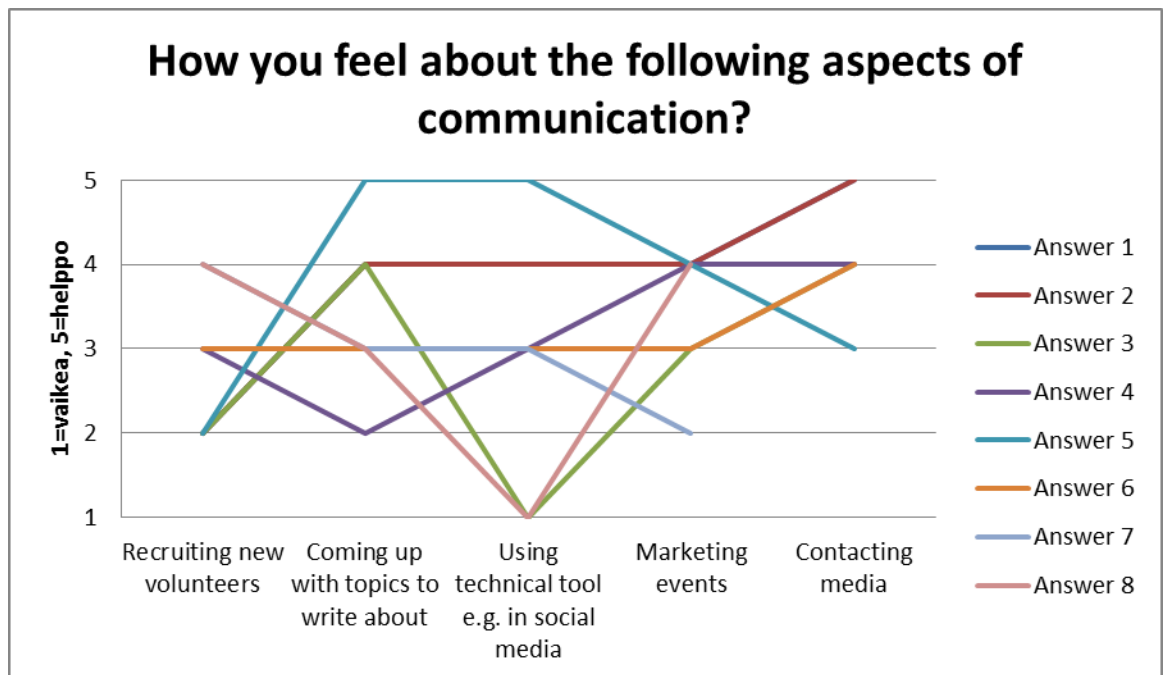


Figure 14. Area Managers' answers to how they feel about the following aspects of communication. (Plan Finland Area Managers 2014)

Comments to open up an answer:

It feels as many of the Area Managers want more support from Plan Finland on how to get the target group interested and how to create new ideas. (Plan Finland Area Managers 2014.)

Q7: Time you normally use on communication as an Area Manager (average time per month)

Time used in communication varies from an hour per month to 30 hours per month, though many would communicate more if they knew what and how to do it. (Plan Finland Area Managers 2014.)

4.1 Benefits from the communication package

Q8: How do you hope to benefit from the communication package? What should it include?

Most common wish is to get clear and coherent guidelines from the organization, which would cover everything from how to use social media to how to make their posts and news updates interesting and viral. Many might not know which photos they can share in public or what kind of stories they are allowed to publish. This leads to non-efficient communication to make it easier, not so time consuming and legal. (Plan Finland Area Managers 2014.)

The Area Managers have a huge interest in a material bank where Plan would upload basic material and campaign material, templates, photos, videos that the Area Managers could use. There is a possibility that Plan already has something like this and it could be shared to those who market the organization in social media as well as other media. (Plan Finland Area Managers 2014.)

Q9: What kind of helpful material, templates and visual elements would you need in your local activities?

Templates, photos and videos got the most interest from the Area Managers (Plan Finland Area Managers 2014).

Q10: Other regards:

Internal and external communication within the organization, as well as to the Area Managers, is linked together and affects each other. This is why it is important to focus on and better the internal communication; it is more likely that the external communication gets better as well. There are also many innovative ideas unused at the moment for the lack of communication tools and chances to be heard. (Plan Finland Area Managers 2014.)

Summary of the interview answers by the Area Managers

The Area Managers' hopes in a nutshell were to get clear guidelines and instructions to make the communication more effective and consistent in order to make Plan Finland more visible, and to be able to improve the Area Managers' communication skills. The outcome of this improvement would be to maximize the recruitment of new volunteers, to get the knowledge of what to share in social media and how to share it.

The Area Managers hoped to get an easier communication path to be able to change ideas with each other and to share ideas and experiences with one another.

Nine out of nine of the interviewed Area Managers hoped to get access to a so called "material bank" which would include photos, videos, templates and e-card for common use.

For the preference of communication channels, it is clear that all of the Area Managers are the most comfortable in using Facebook as their primary communication channel. However eight out of nine of the Area Managers needed more guidelines on how to use Facebook properly as a communication channel.

As email is used as one of the Area Managers' main communication channels, it would be important to make the email addresses coherent. It would give a more professional image to the recipients who are contacted by the Area Managers.

All in all the Area Managers are all very motivated and enthusiastic to improve their communication skills, and hoped to get more support in order to succeed better in their tasks as Area Managers.

5 Plan Finland Volunteer Coordinators' questionnaire results

Our thesis contacts, Plan Volunteer Coordinators received almost the same questionnaire (appendix 3) that was conducted to the Area Managers to gain little more information of the hopes and dreams of Plan Finland itself. The answers were quite short, but came to the same conclusions as the answers from the Area Managers. The reason behind this questionnaire was of course to get a good base for the social media package, to be able to make it as useful and clear as we possibly can.

5.1 Local area objectives

The main objectives for the local Area Managers were to gain visibility for Plan Finland as well as maintain the positive image of the organization itself as well as the work Plan Finland is conducting. This would include the recruitment of new motivated volunteers and make sure that the volunteer chapter would continue as one of the strongest in Finland. One of the main objectives was to get more viral in social media, using different channels and this way spread the image and work of Plan Finland. This way people would get a clear picture of the work Plan is doing on behalf of the people in need all over the world, and get motivation to help and contribute to this cause. (Plan Finland Volunteer Coordinators 2014.)

5.2 Skills and interests

Plan Finland Volunteer Coordinators agreed that Facebook, Twitter and blogs would be the most effortless channels for the Area Managers to communicate in, and wished the information package would elaborate on these specifically. As the knowhow of communicating in social media seems to be the biggest issue for the Area Managers, concentrating on already familiar channels would be most efficient and easy to adapt to. The Plan Volunteer Coordinators agreed that through different channels one can reach very different kind of people, and this maximizes the amount of gathered new contacts. (Plan Finland Volunteer Coordinators 2014.)

One of the main goals was to get people excited of Plan Finland's events. These events are the main activity to get new volunteers as well as utilize the existing volunteers, so the importance of marketing the events in social media is tremendous. This was also one of

the biggest hopes from the Plan Finland Volunteer Coordinators to get help to from the package that is being conducted. (Plan Finland Volunteer Coordinators 2014.)

Plan Finland Volunteer Coordinators were otherwise very happy with the Area Managers' motivation and commitment towards Plan Finland. This commitment supports the maintaining and recruiting new motivated volunteers, as well as planning and conducting efficient and functional events. The Area Managers are very competent in spreading Plan Finland's main news and functions, information on upcoming events and happenings. The time used on communication within a month was estimated to be somewhere between 0 hours per month to max 5 hours per month. The time used on communication will hopefully increase when the communication package is being utilized properly. New communication channels are being introduced to the Area Managers through the communication package to make the communication more efficient. (Plan Finland Volunteer Coordinators 2014.)



Figure 15. How do you think the Area Managers manage in the following aspects of communication? (Plan Finland Volunteer Coordinators 2014).

Comments to open up an answer:

The answer line in the figure above is a combination of the answers from Plan Finland Volunteer Coordinators (2014).

5.1 Benefits from the communication package

Plan Finland Volunteer Coordinators listed some of the hopes which would be included in the communication package. The main hopes were tips for good communication in social media, how to make people enthusiastic to get involved in voluntary work, technical tips for social media use, for example how to conduct a page/group, how to contact people, what kind of security settings there is to know about, what would be the best channel for a specific use, for example when spreading information about events vs blogging. Other hopes were how to get other media channels interested while communicating in social media, what is an interesting topic in communication to catch as much of attention as possible and finally the visual aspect of communication in social media, done in co-operation with Plan Helsinki office. (Plan Finland Volunteer Coordinators 2014.)

One of the wishes on behalf of the Area Managers was to get access to different kinds of materials and photos used in Plan Finland's communication. Plan Volunteer Coordinators however only provide poster bases for upcoming events. (Plan Finland Area Managers 2014.)

One of the questions was to list the noticed troubles in Area Manager's communication, and the hopes for the package to concentrate on regarding this. Some of the main issues were as follows; the Facebook pages or groups for volunteers are mostly unilateral due of the lack of training and guidelines to utilize the channels properly. As social media as a communication channel keeps on growing, Plan Finland would hope to utilize it to its full power to commit and engage volunteers, and make Plan more visible as a non-profit organization. The last hope was to help the volunteers use their personal knowledge and experiences in a better way by the use of proper language and channels to help them gather more viewers and followers. The hopes were also to help the Area Managers to be able to pick the right point of views better, and this way catch the attention of other local media channels. (Plan Finland Volunteer Coordinators 2014.)

The reason behind the need of this kind of package right now became very clear conducting the interviews. It is mainly because of the growing effect of social media use, and the somewhat inadequate resources to actually train the volunteers to be the needed professionals in communication. (Plan Finland Volunteer Coordinators 2014.)

Plan Finland will be taking the package to use in the next upcoming training occasion held in the beginning of 2015. This way the content will be gone through properly and efficiently

in groups and with the help of the Plan Volunteer Coordinators. After the training the Area Managers will receive the material, which will be primarily online in Plan Finland's Intranet with all the other guidelines for the Area Managers. If it is required, Plan Volunteer Coordinators will hand out printed versions to the Area Managers in need. (Plan Finland Volunteer Coordinators 2014.)

Summary of the interview answers by Plan Volunteer Coordinators

The outcome of this interview was well balanced with the answers of the Area Managers. All in all, the wishes for the communication package were quite similar, with a few exceptions. Plan Finland Volunteer Coordinators' answers were mirrored of the hopes of the organization, and not so much from the perspective of the Coordinators themselves. Plan Volunteer Coordinators hoped that the Area Managers would maintain Plan Finland's positive image more and of course this way recruit more volunteers.

One of the main hopes was also to maintain Plan Finland as one the strongest non-profit organizations in Finland. Hopes about the Area Managers' usage of different social media channels was mentioned, and through this to get more visibility for the organization. Plan Finland Volunteer Coordinators wished, that the channels were kept simple, and agreed that the concentrated channels in the communication package should be mainly Facebook and Twitter. One of the main issues Plan Volunteer Coordinators wanted a clear improvement to, was to learn how to promote and market Plan Finland's events more efficient.

Motivation wise, Plan Volunteer Coordinators were very happy with the Area Managers, and felt like they are conducting their work well and according to the criteria.

Main points to the actual package were listed as such; tips for different kinds of communication in social media, marketing skills to promote events in a better way, how to utilize different channels in social media, and how to gather the most attention of people who are not yet familiar with Plan Finland's work.

6 Discussion

This chapter explains what we have learned from the research we have made, the questionnaires and the interviews we have conducted. These are the ideas for the communication package, and discussion on whether to include all these topics into the actual package.

Based on the information and feedback we got from the interviews with the Area Managers, it became clear that specific rules and guidelines are important when working as a volunteer or as an Area Manager. Plan Finland's Area Managers wished to get more individual feedback and communication between them and the Volunteer Coordinators. (Plan Finland Area Managers 2014.)

Plan Finland's Volunteer Coordinators and the Communication Department wished to have coherent communication in social media which signifies there is an actual need for the communication package to unify everyone's communication at Plan Finland (Plan Finland Volunteer Coordinators & Communication Department 2014.)

Specific hopes were a clear simple package, including tips and ways to communicate in social media, the channels to use in different kinds of situation for example promoting events, posting news, gathering information and so forth (Plan Finland Area Managers 2014). The information package, for the use of Plan Finland and for the Area Managers at Plan Finland, concentrates solely on their wishes and specific needs for improving the communication skills, and to get more assurance that their work is done in good professional manner efficiently.

6.1 Major ideas for the communication package

Why is the written language different in social media than in printed media? How do I do it? The changes in written language have made the discussions more like a dialogue than a monologue, as communication is nowadays everyone's right and privilege. Written language in social media is hoped to be easily readable, short and easy to understand. When the text is short and readable, people have the time and interest to read the texts, and not jump right over it. The text will leave room for interaction and a possibility to reply to the author's views and ideas. (Sano se someksi 1 2014, 27.)

6.2 Different approaches in communication

Here are some of the ideas, which would make the interaction effective and professional. There are a lot of non-profit organizations with the same cause. Make Plan's views noticeable and the posts one writes interesting and engaging. The post should always leave room for comments.

When the post's point is to get more volunteers to Plan Finland, it is important to keep an open and positive atmosphere while conducting the posts. One should not scare viewers away with being too strict in one's views. It is important to know which approach to use when conducting a post in social media, whether it is to raise awareness or conversation of the matter at hand. Interaction is important when dealing with people open for voluntary work. Joining the cause is after all done only because of the person want and need to help.

Using positive and constructive language helps to keep viewers interested. It would be a shame to lose possible new volunteers just by using argumentative language. It is important to avoid difficult words, phrases and using too official language which new volunteers cannot understand. One should know what to write about and when to post it. Information in social media has to be up to date, as it is updated all the time. There is no use in posting week old news in social media. If Plan Finland has an event coming up, one should remember to post the information in advance, there is no use to post the information after the event has already been held. (Sano se someksi 1 2014, 28.)

Humorous post can attract more viewers and readers to one's posts as the information flow can be quite depressing when dealing with voluntary work. Using humor at times does not take the seriousness away from the actual situations, but it can capture an interest of an otherwise uninterested person. Believe in your own posts and the cause one is working for: There is a lot of competition in social media, especially when recruiting volunteers to different charity causes. When the comments and posts are enthusiastic, believable and catchy, readers are drawn to read them and perhaps join the cause.

One should always remember to market the cause keeping in mind, that these new readers may not understand what one is so enthusiastic about and market the cause so that new readers understand it too. (Sano se someksi 1 2014, 29.)

6.3 How to be precise, current and efficient at communication

This chapter includes a few things to keep in mind when posting in social media.

One should remember to link sources used in the posts. This way one can guide the readers to other interesting posts done by Plan Finland for more current information. If one is writing in a blog, it is wise to check its workability from time to time. Also one should check the workability of the links posted in that blog. There is no use in posting unworkable links, this way causing frustration in readers when they would be willing to find out more through the posted links. If one gets comments to previous posts, it is good to take part in them while remembering the correct language use while doing so.

One should avoid dismissiveness and hard language. Readers are easily scared off if they feel dismissed or unimportant. When one gets more interested viewers, notice their comments. This will give a personal feeling to the viewers and keep them engaged to the cause. Volunteers can feel unappreciated sometimes, and need a positive feedback to feel noticed.

The viewer's name should be mentioned when commenting on their posts, or comments made by them in one's posts. The amount of comments can get rather high sometimes, and this way the comments are seen by the right person. One should never delete old posts since it is not the way to behave in social media. Old posts are an important information channel to the new voluntary workers to have access to, when deciding whether to join Plan Finland or not.

6.4 Publicity and information security in social media

When posting pictures or comments in social media, it should be remembered that even when deleted, they might leave a mark in the search engines. This way people who were tagged "marked" to the posts, can find unwanted information of them as easily as doing a simple Google search by name. When the author has pictures with clear faces on them, it is advised to ask permission from the people in that picture before sharing them in social media.

If Plan Finland is holding a meeting or a training session to only few people, one should not post that information for everyone to see, as it can cause the feeling of jealousy or anger to those not invited. One should only use information from sources which are trust-

ed, in this case mainly from Plan Finland. If one wants to use information from Plan International, one should run this idea through the Volunteer Coordinators of Plan Finland first. Plan Finland's volunteers are considered to be employees of the organization by outsiders. It should be remembered, that the posts are therefore considered to be not only one's own point of views, but also the point of views of Plan Finland.

6.5 Appreciation and personality in posting and replying to volunteers

Making the post and comments personal will give the viewers a feel, that they know the writer, and possibly think much alike. This feeling can add the interest of joining Plan Finland in some way, and will make one a successful communicator through Plan Finland. Feeling of appreciation and getting personal feedback or comments can be the key in recruiting new members as well as keeping the existing volunteers engaged. Giving constructive criticism and positive feedback will balance each other, and help the Area Managers expand and develop their skills.

| | Tuotan sisältöä | En tuota sisältöä |
|-------------------------|---|--|
| Luen muiden sisältöjä | En kommentoi muiden sisältöjä Aktiivinen some-osallistuja: sekä kuluttaja että sisällöntuottaja | En kommentoi muiden sisältöjä Harvinaistuva some-kuluttaja |
| | Kommentoin muiden sisältöjä Aktiivinen ja rakentava some-osallistuja: sekä kuluttaja että sisällöntuottaja | Kommentoin muiden sisältöjä Tyypillinen somen kuluttaja-kommentoija |
| En lue muiden sisältöjä | Itsekeskeinen some-viestijä: pelkkä sisällöntuottaja (vrt. perinteiset kotisivut) | Ei somessa |

Figure 16. How people act in social media (Sano se someksi 1 2014, 57)

The figure above demonstrates how people act in social media. In the ideal situation a person or an organization is in either of the two boxes above, which means they are active on their own part and read and engage in others' posts. Social media is a great way to market an organization and its events, and when wanting people to interact with oneself, one should also interact with others on their posts. The boxes below demonstrate people or organizations that are only active on their own side but do not engage in others' posts or then they are not using social media at all. Social media is for interaction and it should not be only about one's posts or one's own ideas, this is a way to easily drive people away from a channel.

6.6 Different channels in social media

In the communication package, the concentration is more on the following channels.

Blogs: Blogs are the best way to write longer story like posts, as people are used to read longer posts in blogs. These are the channels to really concentrate on specific topics, go through one's own views on these topics, and include links to other important information channels like Plan Finland's homepage.

Blogs are also good channels to promote upcoming events, and tell more details of these, for example possible entertainers, funding possibilities and new ways to contribute to Plan Finland's cause. Blogs are recommended to have a communication field after the post, so this is a good way to collect ideas and opinions of one's information and/or ideas. As it is possible to include links to one's posts on a blog, one could for example link Local area volunteer page to the end of the post. This way the new interested readers have an easy way to get access to the information they need.

Facebook: Facebook is probably the easiest way to gain the most readers in short time. One's current area volunteers probably share one's posts, and this way not only their friends, but also their friend's friends will see the posts. Facebook postings can be used to raise awareness, market events and give channels to get more information from. It is a very versatile channel as using only short and concise posting can get more views than with a whole blog posting. Things to keep in mind when conducting posts on Facebook, is the amount of postings per day to use. People block unwanted posts from their daily newsfeed if the amount of information is getting out of hand. Keep this in mind when unsure whether to post something or not. We will also be concentrating in whether to use "a page" or "a group" on Facebook to reach the wanted goal.

Twitter: Twitter is used as a promotion channel, posting links and webpages to get more information from. In Twitter it is important to know how to use short sentences, which are both interested and engaging enough for the readers to take time to open the link one has shared. Twitter would be a good way to promote ones' blog, Facebook page or a group or Plan Finland's event pages. Twitter as its own is not an efficient channel to use when trying to reach more volunteers, but as a side channel, it is very efficient.

| | Yrityksen aktivoima palaute | Spontaani palaute |
|--|---|--|
| Klikkaava palaute (määrällinen) | Näkyvä Tykkää-nappi tai äänestyspainike omissa postauksissa, uutisissa ja artikkeleissa. (Usein mukana sanallinen kehote painaa nappia.) | Mistä teksteistä on tykätty toisten saiteilla? Millaiset teemat leviävät FB:ssä tykkää-painikkeella? Mitä Twitterissä retweetataan? |
| Sanallinen palaute (laadullinen) | Omat blogipostaukset, joihin saat kommentteja: perinteinen kotisivujen palautelomake; mielipidekyselyt; palauteketjun aloittaminen jollain foorumilla. | Keskusteluiden seuraaminen eri foorumeilla, blogeissa, FB:ssä ja Twitterissä: omille FB-sivuille tulleet spontaanit seinäkirjoitukset. |

Figure 17. Feedback from social media (Sano se someksi 2 2014, 70)

Feedback is extremely important for an organization and social media is an especially good way to collect it, without even asking for it.

The figure above demonstrates feedback one gets through social media. The boxes above are quantitative feedback, in other words the amount of clicks and comments one gets. The quantitative feedback is also divided into feedback activated by the organization, amount of likes on posts with often a prompt to engage, and spontaneous feedback, what is posted in social media in general at the moment and what kind of tweets are re-tweeted. The boxes below are about qualitative feedback. They are also divisible to two groups. The other is feedback that is activated by the organization, which includes, for example comments of one's posts in social media, forms which can be filled on internet pages and feedback questionnaires. The other is spontaneous feedback, which includes following different forums, blogs, Facebook and spontaneous posts on one's wall in social media. (Sano se someksi 2 2014, 70.)

This is a good way for an organization to get free feedback. This type of feedback is usually the best as it is received in a natural way, without asking for it.

When in social media, one has to decide whether to take part in a discussion about one's organization. Social media has many advantages for organizations as good feedback spreads fast, but it also can be a very dangerous place if bad feedback starts to spread. It is good for an organization to decide on when to take part in a discussion about itself in various situations in advance to be prepared for the future.

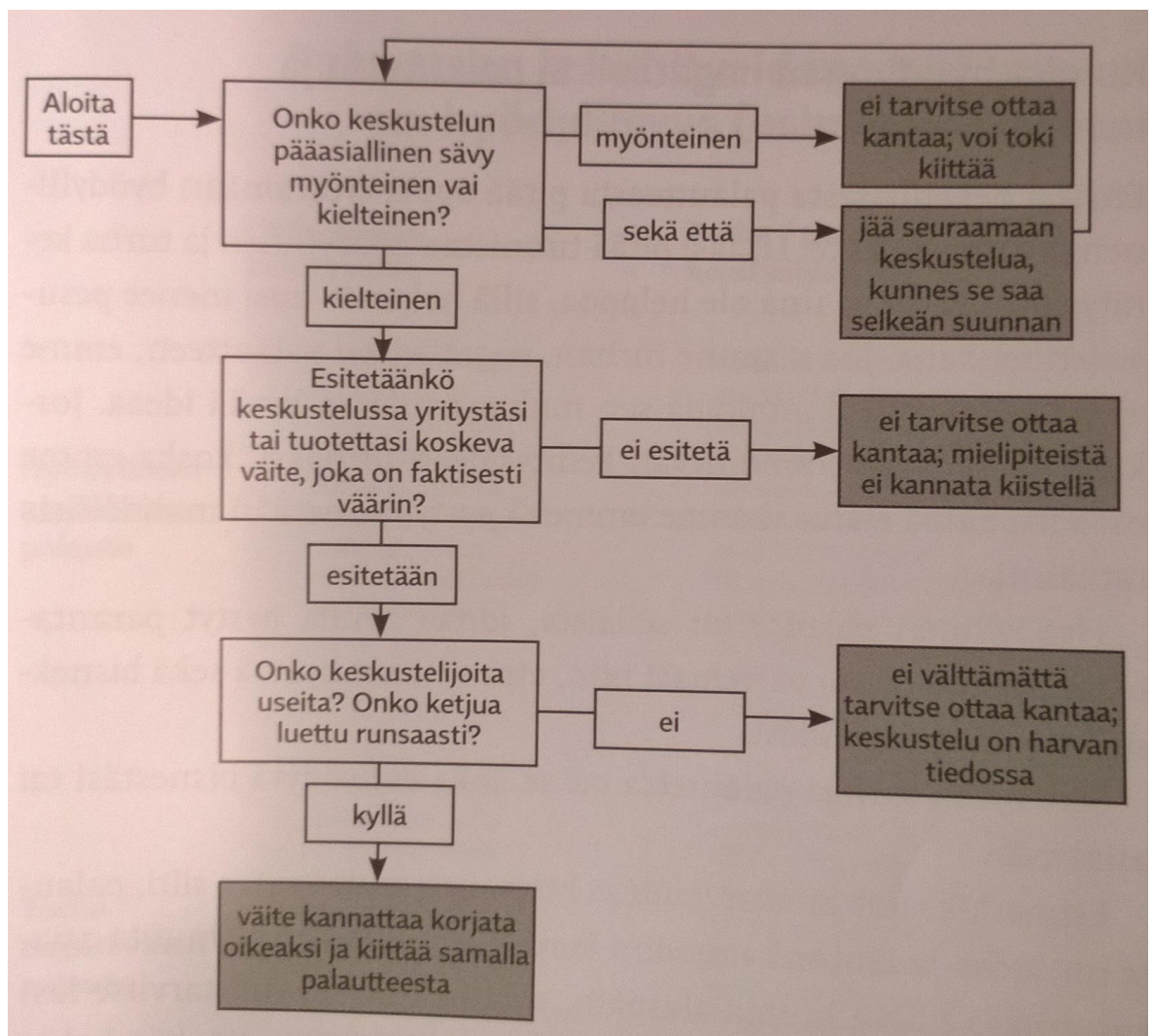


Figure 18. Should one take part in a discussion about one's organization? (Sano se someksi 2 2014, 73.)

The figure above is an example of how an organization could prepare in advance and give its employees a model on how to act in situations where someone discusses the organization in social media. The figure above is also good as it gives very clear guidelines on

what to do in this kind of situation. This way everyone knows exactly what to do in various situations, and it is not always needed to turn to a superior on what to do.

6.7 Promoting and marketing an organization in social media

Social media is a wonderful channel for promoting and organization. Plan Finland's Area Managers will get more ideas and knowledge on how to actually conduct proper marketing, including recruitment and event marketing. In the book "Sano se someksi 2, Organisaation käsikirja sosiaaliseen mediaan" (2014, 29), social media as a marketing tool is summarized perfectly for the use of Plan Finland: "In content marketing, the idea is not "we are cheap or the best". The main message in content marketing is "Read our txt's, watch our videos, and decide for yourself". This is the line Plan Finland's Area Managers must take as a goal for themselves. To make such dynamic communication that volunteers will pick Plan Finland as the organization they want to work for over any other non-profit organization.

In the final information package, the concentration is specifically on content marketing, story marketing and campaign marketing.

7 Implementation of the communication package

The package will be introduced to the Area Managers early next year 2015 during the training for new and existing Area Managers. Plan Finland Volunteer Coordinators will be introducing the PDF file of the package, as well as hand out printed versions of it. (Plan Finland Volunteer Coordinators 2014.)

After the package itself is introduced and gone through with the help of the Volunteer Coordinators, it will be posted on Plan Finland's extranet, for the Area Managers to find when in need of assistance in communicating in social media. (Plan Finland Volunteer Coordinators 2014.)

For further questions of the communication package, the Area Managers are being directed to the Volunteer Coordinators, as well as to the Communication Department of Plan Finland. (Plan Finland Volunteer Coordinators 2014.)

8 Recommendations

Based on the questionnaire answers from Plan Finland Area Managers, Volunteer Coordinators and its Communication department, it became clear that specific guidelines for communication in social media were extremely necessary for Plan Finland Area Managers.

The Area Managers are volunteers and especially because of this, they need to have good guidelines to do voluntary work. Precise guidelines make the voluntary work easier, and keep the volunteers interested, as they know what to do in various situations. There should also be someone to contact in the organization, in case they need help in something concerning the voluntary work. When doing research about voluntary work in general, it became quite obvious that volunteers need a lot of motivation at all times. There should be continuous support from the main organization, and voluntary work should never feel as an obligation. When volunteers get the feeling that they have to do the work, rather than that they want to do it, they usually lose motivation, which might result as them quitting or avoiding the work.

Social media is a great way for an organization to communicate with its volunteers, spread information and recruit new volunteers, but there should be some guidelines for the one's using social media. It is important to know how to utilize social media before starting to actually use it. Early on an organization should decide what social media channels to use, based on what is the main focus of it. An organization should know what the aim of the communication is in social media and who their target group is.

There are various different kinds of social media sites and often organizations make the mistake of using, for example Twitter, Facebook and Instagram the same way even though all of these channels are for different purposes. Social media is for interaction, and that is what an organization should focus on after doing the research, deciding suitable social media sites and starting to use the chosen channels.

After the questionnaires were conducted, it became clear that an organization's internal communication has a large effect on its external communication. An organization in general should have some sort of questionnaires to its volunteers after certain points, such as first three months, organized events or at least an annual questionnaire to get feedback. Questionnaires could be anonymous, if possible to get genuine feedback, but there could

also be some sort of way for a volunteer to give feedback any time they feel the need to do it.

This thesis and the communication package (appendix 1) will be useful to Plan Finland as the package will be implemented in a couple of months. This communication package will hopefully be useful to other non-profit organizations also, when starting to use social media as a communication tool.

References

- eBizMBA. 2014. Top 15 Most Popular Social Networking Sites | October 2014. URL: <http://www.ebizmba.com/articles/social-networking-websites>. Accessed 12 Oct 2014.
- eMarketer. 2013. Social Networking Reaches Nearly One in Four Around the World. URL: <http://www.emarketer.com/Article/Social-Networking-Reaches-Nearly-One-Four-Around-World/1009976#sthash.sx91GxU7.dpuf>. Accessed 22 Oct 2014.
- Hirsjärvi, S. , Remes, P. & Sajavaara, P. 2009. Tutki ja kirjoita. 15th ed. Tammi. Helsinki, Finland.
- Hrabik, L. 2013. The Top 4 Nonprofit Social Media Campaigns of 2013 (And What You Can Learn). Nonprofit hub. URL: <http://www.nonprofithub.org/social-media/the-top-4-nonprofit-social-media-campaigns-of-2013-and-what-you-can-learn/>. Accessed 2 November 2014.
- Karreinen, L. , Halonen, M. & Tennilä, M. 2010. 10 askelta parempaan vapaaehtoistoimintaan. Eura Print Oy. Eura, Finland.
- Kilpi, T. 2006. Blogit ja bloggaaminen. Gummerrus Kirjapaino Oy. Jyväskylä, Finland.
- Kortesuo, K. 2014. Sano se someksi 1. Kauppakamari. Helsinki, Finland.
- Kortesuo, K. 2014. Sano se someksi 2. Kauppakamari. Helsinki, Finland.
- O'Dell, J. 2011. The History of Social Media [INFOGRAPHIC]. Mashable. URL: <http://mashable.com/2011/01/24/the-history-of-social-media-infographic/>. Accessed 12 Oct 2014.
- Patton, M. Q. & Cochran, M. 2002. A Guide to Using Qualitative Research Methodology. URL: <http://fieldresearch.msf.org/msf/bitstream/10144/84230/1/Qualitative%20research%20methodology.pdf>.
- Plan Finland Area Managers. 6 Sep 2014. Volunteer Area Managers. Plan Finland. Questionnaire and interview. Helsinki, Finland.

Plan Finland Communication Department. 28 Oct 2014. Volunteer Area Managers. Plan Finland. Questionnaire. Helsinki, Finland.

Plan Finland. Historia. URL: <http://www3.plan.fi/fi-FI/historia/>. Accessed 29 Aug 2014.

Plan Finland. Mitä teemme. URL: <https://plan.fi/mita-teemme>. Accessed 12 Oct 2014.

Plan Finland. Osa-alueet. URL: <https://plan.fi/mita-teemme/osa-alueet>. Accessed 12 Oct 2014.

Plan Finland Volunteer Coordinators. 10 Oct 2014. Volunteer Area Managers. Plan Finland. Questionnaire. Helsinki, Finland.

Plan International. About Plan. URL: <http://plan-international.org/about-plan>. Accessed 12 Oct 2014.

Pönkä, H. 2013. Sosiaalinen media 9/2013. SlideShare. URL: <http://www.slideshare.net/hponka/sosiaalisen-median-katsaus-092013>. Accessed 12 Oct 2014.

RASMUS. 2014. RASMUS-valtakunnallinen rasismin ja muukalaispelon vastainen verkosto. -public group. Facebook. URL: <https://www.facebook.com/groups/114311111913455/>. Accessed 19 Oct 2014.

Silverman, D. 2013. Doing Qualitative Research. 4th ed. SAGE Publications Ltd. Thousand Oaks, California.

SurveyMonkey. Likert-asteikko. 2014. URL: <https://fi.surveymonkey.com/mp/likert-scale/>. Accessed 19 Oct 2014.

Appendices

Appendix 1. Communication package to Plan Finland Area Managers



Sosiaalisen median viestintäpaketti Plan Suomen alue-
vastaaville

15.11.2014

Sisällys

| | |
|--|----|
| 1 Johdanto | 1 |
| 1.1.1 Erilaiset lähestymistavat sosiaalisessa mediassa..... | 1 |
| 1.1.1 Mitä minun tulee pitää mielessä toimiessani sosiaalisen median parissa? .. | 2 |
| 1.1.1 Julkisuus ja yksityisyys sosiaalisessa mediassa..... | 3 |
| 1.1.1 Henkilökohtainen lähestymistapa..... | 3 |
| 1.1.2 Markkinointi ja mainonta sosiaalisessa mediassa | 3 |
| 2 Facebook | 5 |
| 2.1 Profiilin perustaminen | 5 |
| 2.2 Ryhmän perustaminen..... | 7 |
| 2.3 Tilapäivitykset | 11 |
| 2.4 Esimerkkejä tilapäivityksistä..... | 12 |
| 3 Muita sosiaalisia medioita | 15 |
| 3.1 Twitter..... | 15 |
| 3.2 Blogit | 16 |

1 Johdanto

Sosiaalisen median viestintäpaketti on tehty kahden HAAGA- HELIA ammattikorkeakoulu opiskelijan opinnäytetyönä, yhteistyössä Plan Finland vapaaehtoiskoordinaattoreiden, sekä aluevastaavien kanssa.

Paketin idea on antaa uusia ohjeita, näkökantoja sekä informaatiota sosiaalisessa mediassa toimimiseen ja viestinnän parantamiseen. Viestintäpakettiin on liitetty ohjeet kuvineen eri viestintäkanavien käyttöön jotta toimiminen viestinnän parissa olisi helppoa sekä tehokasta.

Paketti on kerätty kokoon aluevastaavien sekä vapaaehtoiskoordinaattoreiden ehdotusten sekä toiveiden mukaisesti.

1.1.1 Erilaiset lähestymistavat sosiaalisessa mediassa

Tässä osiossa listataan erilaisia tapoja lähestyä lukijoita sosiaalisessa mediassa. Onnistuaksenne dialogissa lukijoiden kanssa, on tärkeää tietää minkälaista lähestymistapaa tulee käyttää missäkin tilanteessa. Tuodessanne ilmi oman kantanne, on tärkeää jättää lukijalle tilaa kommentointiin. Viestin ilmapiiriin tulisi olla poikkeuksetta positiivinen, innostava ja mukaansatempaava, näin luoden lukijalle positiivisen mielikuvan Planin työstä. Liian kärkevät ja tiukat mielipiteet sekä näkökulmat tulisi jättää pois, jotta lukijalle ei synny negatiivista, liian yksipuolista kuvaa mielipiteistänne.

Päätä ennen kirjoituksesi julkaisemista minkälaisia huomioita haluat kirjoituksellesi, on se sitten herättää mielenkiintoa, saada palautetta tai onnistua innostamaan ihmisissä liittymään Planin vapaaehtoistoimintaan. Dialogin saavuttaminen on tärkeää, sillä vapaaehtoistyö tehdään nimensä mukaan omasta halusta auttaa vapaaehtoisesti. Tästä syystä Monologin kaltaiset kirjoitukset eivät ole omiaan innostamaan ihmisissä lähtemään mukaan vapaaehtoistyöhön.

Positiivisten ja innostavien tekstien lukeminen on vapaaehtoistyöstä kiinnostuneille mielekästä. Liian negatiivispainotteisten tekstien lukeminen herättää lukijoissa niin ikään negatiivisia tunteita, jotka voivat pahimmassa tilanteessa pilata henkilön halun lähteä mukaan Planin toimintaan. Liiallisen riitaiset tai provosoivat tekstit eivät sovi tähän innostavaan ja mielenkiintoa herättävään viestintään sosiaalisessa mediassa.

Kirjoittaessasi Planin toiminnasta, vältä vaikeaa ammattisanastoa, joiden tulkinta on lukijoille vaikeaa. On tärkeää että kirjoituksenne on helposti ymmärrettävää jokaiselle siitä kiinnostuneelle. Pidä aina huoli siitä, että tiedät itse mistä kirjoitat saadaksesi aikaan kiinnostavaa ja selkeää tekstiä.

Informaation tulee aina olla ajan tasalla, jotta uudet vapaaehtoistyöstä kiinnostuneet ihmiset tietävät missä toimintanne on sillä hetkellä. Vanhojen tekstien sekä tapahtumien jakaminen sosiaalisessa mediassa on turhaa sillä kyseessä olevat tiedot säilyvät siellä joka tapauksessa. Vapaaehtoiset ja työstä kiinnostuneet haluavat väylän, jota kautta seurata reaaliajassa tapahtumia ja uutisia sekä lukea jo pidettyjen tapahtumien onnistumista sekä suunnitelmia uusista tapahtumista.

Käytä huumoria teksteissäsi. Tämä ei vie pois asian vakavuutta, mutta voi helpottaa lukijoiden samaistumista Planin toimintaan. Usko omiin teksteihisi, jotta lukijat voivat uskoa niihin myös. Epävarmat sekä sekavat julkaisut vievät mielenkiinnon lukijoilta nopeasti. Vapaaehtoisten värväyksessä on paljon kilpailua sosiaalisessa mediassa, sekä katukuvassa. Kun kirjoituksenne ovat innostavia ja mukaansatempaavia, ihmisten on helpompi lähteä mukaan Planin toimintaan, sekä luottaa organisaatioon.

Muista aina, että vaikka tiedät itse mistä kirjoitat, sekä miksi juuri sinä olet innostunut Planin toiminnasta, uudet lukijat eivät tiedä syitä tähän. Kirjoita uusi julkaisu aina pitäen mielessä, että lukija ei tiedä taustoja eikä faktoja yhtä hyvin kuin sinä. Vaikka toisto tuntuisi sinusta epämielekkäältä, se on tarpeen yrittäessä savuttaa uusia innokkaita vapaaehtoisia.

1.1.1 Mitä minun tulee pitää mielessä toimiessani sosiaalisen median parissa?

Julkaistessasi uusia tekstejä, olisi hyvä linkittää taustatietoa sekä erilaisia sivuja tekstiisi, jota kautta lukijat löytävät helposti väylän informaation taustatietoihin. Pidä huoli, että linkit toimivat, jotta lukijat pääsevät helposti lukemaan heitä kiinnostavat tekstit sekä sivut. Olisi hyvä käydä aika ajoin tarkistamassa sivujen, linkkien sekä kuvien toimivuus, näin ehkäisten lukijoiden turhautumista linkkien ollessa käyttökelvottomia.

Jos tekstiisi kommentoidaan, olisi hyvä vastata niihin korrektisti sekä hyvällä kielellä. Vältä arvostelevia kommentteja vaikka olisit eri mieltä lukijan kanssa. Jos kommenttikentässä on monia osanottajia, aloita kommenttisi aina mainiten kommentoijan nimi. Tällä saat lukijan tuntevan itsensä tärkeäksi, ja teksteihisi tulee henkilökohtainen ote. Kommenttikentät pysyvät näin myös selkeinä, ja helppolukuisina myös niille, jotka liittyvät keskusteluun

myöhemmässä vaiheessa. Positiivinen palaute on tärkeää lukijoille sekä vapaaehtoistyöntekijöille. Tämä väylä on nopea ja helppo tähän tarkoitukseen.

Sosiaalisessa mediassa vanhoja tekstejä ei tulisi poistaa vaikka ajatuksesi sekä mielipiteesi olisivat aikojen saatossa muuttuneet. Lukijoilla on oikeus lukea myös vanhoja kirjoituksiasi, sekä kuulla kommenttejasi miksi et enää näe asioita samalla tavalla. Ole valmis perustelemaan muuttuneet näkökantasi korrektisti.

1.1.1 Julkisuus ja yksityisyys sosiaalisessa mediassa

Julkaistut kuvat sekä henkilöiden nimeäminen jättävät aina jäljen internetiin. Jos olet käyttänyt "merkitse" toimintoa esimerkiksi Facebookissa, löytyy kyseinen henkilö tämän jälkeen niinkin helposti, kuin kirjoittamalla hänen nimensä Googleen. Tästä syystä halutesanne merkata henkilöitä kuviin joita julkaisette, tulee kyseessä olevilta henkilöiltä aina varmistaa asia ennen julkaisua.

Käyttäessäsi taustatietoa tai Planin ulkopuolisia internet sivuja, tarkista niiden sopivuus aina ensin Planin vapaaehtoiskoordinaattoreilta. Kirjoituksenne sekä mielipiteenne käsitteään osaksi Planin ideologiaa, jolloin te osaltanne edustatte myös Plania., sekä puhutte organisaation puolesta. Kriisiviestinnän ollessa tarpeen, teidän tulee kääntyä Vapaaehtoiskoordinaattoreiden puoleen.

1.1.1 Henkilökohtainen lähestymistapa

Henkilökohtainen lähestymistapa on omiaan saamaan uuden vapaaehtoistyöstä kiinnostuneet tuntemaan olonsa arvostetuksi, sekä osaksi tiimiä. Tällä tavalla saatte värvättyä paljon tarvittuja uusia jäseniä omille alueille. Liian etäiset sekä monotoniset monologit eivät herätä kenenkään kiinnostusta. Pelkkien kuvien tai vanhojen tekstien jakaminen ei luo henkilökohtaista tunnetta uusille lukijoille. Liitä julkaisuusi lyhyt saatekirjoitus jolla saat uudet lukijat kiinnostumaan itse tekstistä.

1.1.2 Markkinointi ja mainonta sosiaalisessa mediassa

Sosiaalinen media on oiva väylä sisältömarkkinointiin, eli tapahtumien mainostamiseen, sekä levittämään tietoa Planille tärkeistä asioista. Aluevastaaville hyvin kuvaava sekä kiitetty lause sisältömarkkinoinnista sosiaalisessa mediassa löytyy kirjasta "Sano se someksi 2, Organisaation käsikirja sosiaaliseen mediaan", " Lue tekstejämme, katso videoi-

tamme ja päättää itse". Dynaamisten, helposti lähestyttävien sekä innostavien julkaisuiden takia uudet vapaaehtoiset valitsevat Planin muiden hyväntekeväisyysorganisaatioiden yli.

Paketissa käsittelemme aluevastaaville tärkeitä markkinointialueita kuten, sisältömarkkinointi, tarinamarkkinointi, sekä kampanjamarkkinointi.

2 Facebook

Facebook on oiva kanava ajallisesti keräämään eniten lukijoita sekä julkaisun nähneitä kaikista sosiaalisen median eri kanavista. Julkaistessanne tiedon kuvan tai tekstin, näkevät sen Planin Facebook ryhmän seuraajien lisäksi, heidän Facebook ystävänsä. Facebook kanavana toimii erinomaisesti tapahtumamarkkinointiin, tarinamarkkinointiin sekä ohjaamaan lukijoita muille mielenkiintoisille sekä tärkeille internet sivustoille kuten Plan Finlandin kotisivulle. Muista, että liiallisten julkaisuiden sijaan, keskity tärkeisiin, ajankohtaisiin julkaisuihin. Facebookissa on hyvä pitää mielessä nyrkkisääntö, laatu määrän edellä. Paketissa keskitymme ohjaamaan teitä perustamaan Facebook ryhmän Facebook sivun sijaan.

2.1 Profiilin perustaminen

Profiilin perustaminen Facebookiin on hyvin helppoa ja vie vain pari minuuttia jos sinulla ei vielä ole profiilia.

Rekisteröidy

Se on ilmaista nyt ja aina.

The image shows a screenshot of the Facebook registration page from 2014. It features a light blue background with white input fields. The fields are labeled: 'Etunimi' (First name), 'Sukunimi' (Last name), 'Sähköpostiosoite tai matkapuhelinnumero' (Email address or mobile phone number), 'Sähköpostiosoite tai puhelinnumero uudelleen' (Email address or phone number again), and 'Uusi salasana' (New password). Below these is the 'Syntymäaika' (Date of birth) section with dropdown menus for 'Päivä' (Day), 'Kuukausi' (Month), and 'Vuosi' (Year), accompanied by a link 'Miksi minun pitää kertoa syntymäaikani?' (Why do I have to tell my date of birth?). There are radio buttons for 'Nainen' (Female) and 'Mies' (Male). A small disclaimer states: 'Klikkaamalla Rekisteröidy-painiketta hyväksyt käyttöehtomme ja ilmaiset lukeesssi tietojenkäyttökäytäntömme, mukaan lukien kohdan Evästeiden käyttö.' (By clicking the Register button, you agree to our terms of use and our free privacy policy, including our cookie policy). At the bottom is a prominent green button labeled 'Rekisteröidy' (Register).

Kuva 1. Rekisteröitymislomake (Facebook 2014.)

Kuva Facebookin etusivulta yllä. Rekisteröitymisen ensimmäinen osuus on perustietojen täyttäminen.

Vaihe 1
Kaverihaku

Vaihe 2
Täytä tiedot

Vaihe 3
Lisää profiilikuva

Ovatko kaverisi jo Facebookissa?

Moni kavereistasi voi jo olla täällä. Haku sähköpostiltä on nopein tapa etsiä kavereita Facebookista. [Näytä, miten se toimii](#)

MSN

Sähköpostiosoitteesi aluevastaava@plan.fi x

Etsi kavereita

luukku.com

Etsi kavereita

Skype

Etsi kavereita

Jokin muu sähköpostipalvelu

Etsi kavereita

Ohita tämä vaihe

Facebook tallentaa yhteystietolistasi, jotta voimme auttaa sinua tavoittamaan enemmän ihmisiä ja saamaan yhteyden kavereihisi. [Lisätietoja](#)

Kuva 2. Rekisteröitymisen vaihe 1

Rekisteröitymisen vaihe 1 on kaverihaku. Voit etsiä kavereita esimerkiksi sähköpostiosoitteesi kautta, mutta voit myös ohittaa tämän kohdan oikealla alakulmassa olevasta *Ohita tämä vaihe* –painikkeesta.

Vaihe 1
Kaverihaku

Vaihe 2
Täytä tiedot

Vaihe 3
Lisää profiilikuva

Täytä profiilitietosi

Nämä tiedot auttavat sinua löytämään kavereitasi Facebookista

| | | |
|------------------------|----------------------------------|---|
| Tämänhetkinen kaupunki | Tämänhetkinen kaupunki | ↻ |
| Kotikaupunki | Kotikaupunki | ↻ |
| Lukio/ammattiopisto | Lukion nimi | ↻ |
| Korkeakoulu/yliopisto | Korkeakoulun tai yliopiston nimi | ↻ |
| Työnantaja | Yrityksen nimi | ↻ |

Takaisin

Ohita Seuraava

Koulu- ja työnantajatietosi ovat tällä hetkellä julkisia, jotta voit olla helpommin yhteydessä luokka- ja työkavereihisi. Voit määrittää koulu- ja työnantajatietojesi yksityisyyden muokkaamalla Tietoja-osiota.

Kuva 3. Rekisteröitymisen vaihe 2

Rekisteröitymisen vaihe 2 on henkilökohtaisten tietojen täyttäminen. Voit itse päättää kuinka paljon haluat kertoa itsestäsi. Valintojen oikeassa reunassa näkyy maapallonkuva, jota klikkaamalla voit valita ketkä kaikki näkevät kyseisen tiedon. Voit myös ohittaa vaiheen *Ohita* –painikkeesta.

Kuva 4. Rekisteröitymisen vaihe 3

Rekisteröitymisen vaihe 3 on profiilikuvan lisääminen. Tämänkin vaiheen voi ohittaa *Ohita* –painikkeesta, mutta profiilikuva tekee profiilistasi ystävällisemmän ja avoimemman. Profiilikuvan ei tarvitse olla lähikuva kasvoistasi, vaan voit hyvin valita kuvan, joka on otettu kauempaa, mutta on silti siisti ja selkeä.

2.2 Ryhmän perustaminen

Ryhmän perustaminen on myös helppoa ja nopeaa. Alla ohjeet ryhmän perustamiseen.

KIINNOSTUKSEN KOHTEET

 Sivut ja julkisuuden...

SIVUT

 Sivut-syöte

 Tykkää sivuista


 Luo sivu

KEHITTÄJÄ

 Kävijätiedot

RYHMÄT

 Luo ryhmä

 Löydä uusia ryhmiä

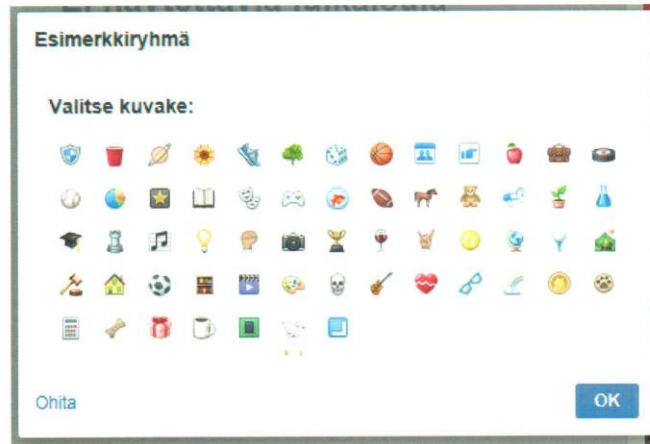
Kuva 5. Ryhmät pääsivun vasemmassa valikossa

Ryhmä –painikkeen löydät etusivun vasemmasta valikosta. Klikkaa painiketta *Luo ryhmä*.

Kuva 6. Uuden ryhmän luominen

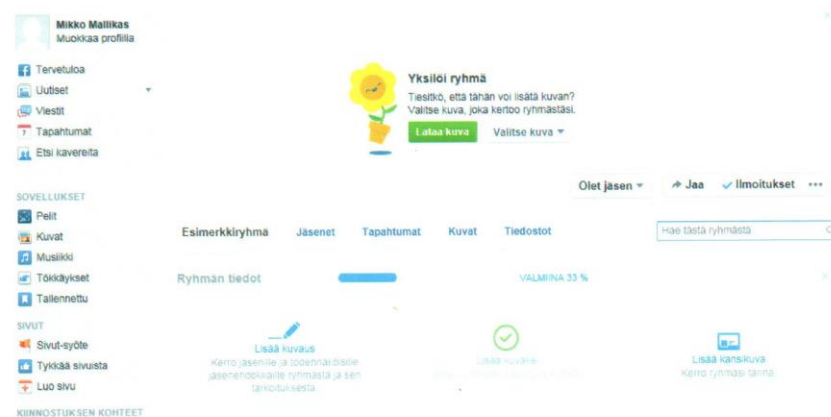
Ryhmän luomisessa ensimmäinen vaihe on ryhmän nimen, joka on Plan Suomen ohjeiden mukaan yhdenmukainen kaikilla alueilla. Seuraavaksi pitää lisätä jäseniä ryhmään ja

tässä vaiheessa täytyy lisätä ainakin yksi henkilö vaikkapa toinen Plan Suomen aluevas-
taava. Viimeiseksi valitset ryhmän yksityisyysvaihtoehdoista *Julkinen* -kohdan.



Kuva 7. Kuvakkeen valinta ryhmälle

Seuraava vaihe ryhmän perustamisessa on kuvakkeen valinta ryhmälle. Tämä kuvake
tulee näkymään Facebook etusivun vasemmassa valikossa ryhmän kohdalla.



Kuva 8. Ryhmän avaussivu

Nyt ryhmä on perustettu ja yllä oleva kuva on ryhmän etusivulta suoraan perustamisen
jälkeen.


Lisää kuvaus
 Kerro jäsenille ja todennäköisille jäsenehdokkailla ryhmästä ja sen tarkoituksesta.



Lisää kuva
 Valitse ryhmästäsi ed

Kuvaile ryhmää Esimerkkiryhmä, sen arvoja, tarkoitusta ja kiinnostuksen kohteita...

Tallenna

Kuva 9. Ryhmän kuvaus

Heti perustamisen jälkeen kannattaa lisätä ryhmän kuvaus. Ryhmän kuvauksen tulee sisältää ryhmän nimi, pääorganisaatio, ryhmän tarkoitus, pääsäännöt julkaisemiseen liittyen sekä pääyhteyshenkilön (aluevastaavan) nimi ja sähköposti.


Yksilöi ryhmä
 Tiesitkö, että tähän voi lisätä kuvan?
 Valitse kuva, joka kertoo ryhmästäsi.

Lataa kuva

Valitse kuva ▼

Valitse ladattava tiedosto

Olet

Esimerkkiryhmä Jäsenet Tapahtumat Kuvat Tiedostot

Kuva 10. Lisää kansikuva

Ryhmän kuvauksen jälkeen kannattaa lisätä kansikuva ryhmälle. Kansikuva tekee ryhmästä selkeämmän ja kannattaa valita taustakuvaksi vaikkapa joku kuva, missä lukee Plan Suomi tai kuva, joka kertoo Plan Suomesta.

☒ Kirjoita julkaisu
  Lisää kuva/video
  Kysy
  Lisää tiedosto

TIETOJA 2 jäsentä

Kirjoita jotain...

VIIMEAIKAINEN TOIMINTA


Mikko Mallikas loi ryhmän
 30 min

Ryhmän nimi Pääorganisaatio Ryhmän tarkoitus Pääsäännöt julkaisemiseen liittyen Pääyhteyshenkilön (aluevastaavan) nimi ja sähköposti: **Muokkaa**
 2 jäsentä (1 uutta) Viesti Kutsu sähköpostitse

Kuva 11. Henkilöiden kutsuminen ryhmään sähköpostitse

Aluevastaavat ovat aikaisemmin ja edelleenkin viestivät oman alueen vapaaehtoisten kanssa sähköpostilla. Yllä olevasta kuvasta näet painikkeen, josta voit lähettää oman alueesi vapaaehtoisille kutsun ryhmään.

2.3 Tilapäivitykset

Facebookissa voi julkaista tekstejä, kuvia, videoita, liitteitä, linkkejä ja teettää pienimuotoisia kyselyitä. Kaikkia julkaisuja kutsutaan Facebookissa tilapäivityksiksi.

 Kirjoita julkaisu  Lisää kuva/video  Kysy  Lisää tiedosto

Kirjoita jotain...

Kuva 12. Tilapäivitykset ryhmässä

Yllä oleva kuva on ryhmän etusivulta, josta voit julkaista tilapäivityksiä.

2.4 Esimerkkejä tilapäivityksistä



Kuva 13. Esimerkki tilapäivityksestä (Facebook: RASMUS 2014.)

Yllä oleva kuva on esimerkki tilapäivityksestä erään järjestön Facebook ryhmässä. Tämä on hyvä esimerkki siitä kuinka lyhyt hauska videopätkä saa heti tykkäyksiä ja kommentteja. Ihmiset usein katsovat tämänlaisen lyhyen videon, koska se vie vähän aikaa ja tuntuu helpolta. He myös helposti kommentoivat videota samaisesta syystä. Lyhyt videopätkä onkin hyvä tapa levittää tietoa Planista ja saa ihmiset kiinnostumaan asiasta.



Kuva 14. Esimerkki tilapäivityksestä (Facebook: RASMUS 2014.)

Yllä oleva kuva on hyvä esimerkki tilapäivityksestä. Lyhyt, visuaalinen päivitys saa lukijat helposti kommentoimaan, koska se vie vain vähän aikaa. Tässäkin tilanteessa lukija käyttää aikaa lukemiseen ja päivityksen kommentoimiseen, mikä tarkoittaa, että päivityksen viesti menee perille.



Kuva 15. Esimerkki tilapäivityksestä (Facebook: RASMUS 2014.)

Yllä oleva kuva on esimerkki huonosta tilapäivityksestä. On tietynä tyypisiä päivityksiä, mitkä ohitetaan Facebookissa melko nopeasti. Yllä olevassa tilapäivityksessä huonoa on se, että siinä aivan liian paljon tekstiä ja vielä kahdella eri kielellä. Tässä tilanteessa olisi kannattanut julkaista ainoastaan valmiiksi käännetty teksti tai kirjoittaa lyhyemmin sama asia. Lukijat ohittavat helposti tilapäivitykset, joissa näkyy olevan paljon tekstiä, koska se vie enemmän aikaa.

3 Muita sosiaalisia medioita

Tässä osiossa kerrotaan lyhyesti kahdesta muusta sosiaalisesta mediasta, jotka ovat Twitter ja blogit.

3.1 Twitter

Twitter on tyyliltään lyhyempien lauseiden, sekä ajatuksia herättävien ytimekkäiden julkaisuiden kanava. Tälle sivulle ei voi julkaista pitkiä tekstejä, mutta sen sijaan voit julkaista linkejä ohjaten lukijat omille Facebook sivuillesi tai blogi sivullesi.

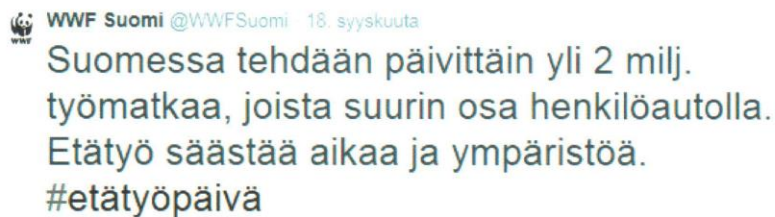
Twitterissä julkaisussa saa olla yhteensä ainoastaan 140 merkkiä. Harjoittele ytimekkäitä julkaisuja, erottamaan teksteistäsi pääkohdat sekä avainsanat, jotka julkaiset Twitterissä.

Alla esimerkkejä Twitter julkaisuista.



Kuva 16. Esimerkki Twitter julkaisusta (Twitter: Gates Foundation 2014.)

Yllä oleva kuva julkaisusta Twitterissä on hyvä esimerkki, koska se on nimenomaan lyhyt ja saa lukijan kiinnostumaan videosta.



Kuva 17. Esimerkki Twitter julkaisusta (Twitter: WWF Suomi 2014.)

Yllä oleva kuva julkaisusta on hyvä esimerkki, koska se kertoo lyhyesti pääasian ja antaa ihmisille kuitenkin ajateltavaa. Twitteriin kirjoitetaan lyhyitä tekstejä ja jos teksti on tarpeeksi mielenkiintoa herättävä, jatkavat sen lukeneet julkaisijan sivustolle etsimään lisää tietoa aiheesta.



Kuva 18. Esimerkki Twitter julkaisusta (Twitter: Luonnonsuojeluliitto 2014.)

Hyvä idea on myös jakaa eli uudelleentwiitata Twitterissä muiden julkaisuja kuten Luonnonsuojeluliitto on tehnyt yllä olevassa kuvassa. Näin joku toinenkin voi uudelleentwiitata sinun julkaisujasi.

3.2 Blogit

Blogi on kanava pitempien tarinoiden julkaisuun. Tässä kanavassa voit käyttää mielikuvi-tustanne, kirjoittaa ajatuksia herättäviä ja informatiivisia tekstejä. Lukijat tietävät, että blogien lukemiseen tulee varata aikaa. Tällöin he ovat jo valmistautuneet lukemaan monen sivun mittaisia tekstejä, joihin ei muiden kanavien läpikäymisessä varata aikaa.

Blogeissa voit tuoda vapaammin esiin omia henkilökohtaisia mielipiteitä, sekä jakaa linkkejä ja tekstejä jotka tunnette olevan tärkeitä kyseessä olevaan julkaisuun. Blogin loppuun olisi hyvä aina varata paikka kommentteille. Tällä tavalla voit herättää keskustelua myös tällä palstalla, sekä vastata lukijoiden kysymyksiin.

Blogin loppuun tulisi lisätä oman alueesi Facebook ryhmän linkki, jonka kautta halukkaat löytävät tietoa Planista, sekä voivat halutessaan liittyä ryhmääsi.

Alla yksi esimerkki hyvästä blogikirjoituksesta jaoteltuna osiin.

Sólo la vida

sunnuntai 2. maaliskuuta 2014

Karnevaalihuumaa ja traaginen päätös illalle

Oruron karnevaalit ovat Bolivian suurimmat ja näyttävimmit karnevaalit, jonne matkustaa ihmisiä myös Perusta ja muista naapurivaltioista asti. Olimme muutaman vapaaehtoiskeven kanssa varanneet matkatoimiston kautta liput lauantaipäivälle, jonka pitäisi olla perantaista tiistaihin kestävien karnevaalien paras päivä. Liput maksoivat 569 bolivianoa ja pakettiin kuului bussikuljetus La Pazista Oruroon ja takaisin, pari eväspussia, lounas ja ruokajuoma (paceño-olut tai limu) sekä paikka katsomossa. Ilman katsomopaikkaa karnevaaleja on turha mennä seuraamaan, koska tanssikatujen molemmille puolille on kyhätty rakennelmia, eikä muualta tanssijoita näe.

Tietoja minusta



Kaisa K.

Seuraa 0

Tarkastele profiilia

Blogiarkisto

▼ 2014 (8)

► toukokuu (1)

► huhtikuu (1)

Kuva 19. Blogikirjoituksen malli (Blogger: Sólo la vida 2014.)

Yllä kuva blogikirjoituksen aloitus, jossa siis näkyy päivämäärä selkeästi, otsikko tummennettuna ja aloituksessa mainitaan blogikirjoituksen idea.

Bussikuljetuksemme lähti La Pazin keskustasta klo 3.30 lauantaiyöllä, joten nukkumiset sitä ennen olivat jääneet aika vähille. Bussi ei myöskään ollut huippulaatua, joten mistään miellyttävästä kyydistä ei voinut puhua. Vajaan viiden tunnin matkanteon jälkeen saavuimme lopulta Oruroon. Matkallamme oli mukana meidän vapaaehtoisten lisäksi joitain länsimaalaisia sekä bolivialaisia karnevaalituristeja. Saimme yllemme keltaiset sadeviitat sillä karnevaaleissa ei ole kyse pelkästään tanssijoiden ihastelemisesta, vaan myös paljon kaikesta muusta, kuten suomalaisittain tutusti oluenjuonnista ja tarkeana osana toisten kastelemisesta joko vedellä tai tekolumi-suihkeella. Mekin saimme suihkepullolliset tekolunta, jotta hauskanpito voisi alkaa.

Löysimme paikkamme katsomosta karnevaalien ollessa jo hyvässä käynnissä. Päivä oli aivan mainio, aurinko paistoi ja oli todella lämmintä, vaikka Oruro sijaitseekin noin 3700 metrissä. Karnevaalitanssijoilla oli mitä erikoisempia pukuja. Puvut kuvastavat Bolivian ja eri kaupunkien historiaa. Lisää mielenkiintoisesta historiasta ja tanssijoiden esittämistä hahmoista muun muassa seuraavassa linkissä: <http://www.carnavalexhibit.org/bolivia.php>

Kuva 20. Blogikirjoituksen malli (Blogger: Sólo la vida 2014.)

Blogikirjoitus jatkuu itse tarinalla ja menee itse asiaan syvemmälle. Aina on hyvä lisätä linkki, josta lukija pääsee esimerkiksi Planin sivuille lukemaan lisää kyseisestä asiasta ja tutustuu samalla järjestöön.



Kuva 21. Blogikirjoituksen malli (Blogger: Sólo la vida 2014.)

Blogeissa on usein tapana olla paljon kuvia liittyen kirjoitukseen. Yllä olevat kuvat ovat esimerkiksi karnevaalista, johon kirjoittaja osallistui. Kuvia voi hyvinkin olla vaikka viisi peräkkäin ja niihin voi halutessaan kirjoittaa kuvatekstit.

Vaikka kulkueet ja puvut olivatkin todella upeita, niin muutaman tunnin kovalla puupenkillä paikallaan istumisen jälkeen aloin miettiä onko tosissaan tarkoitus istua tällä tavoin vielä seitsemän tuntia. Kuljetus takaisin La Paziin olisi nimittäin aikaisintaan seitsemältä illalla. Päivän edetessä muutkin katsojat alkoivat käydä levottomimmiksi, etenkin kun paceña alkoi virrata. Tekolumi-suihkeet kaivettiin esiin ja kohta olivatkin vaatteet ja hiukset täynnä valkoista kuorrutusta. Syntyi suihkesota, kun lapset ja aikuiset pitivät hauskaa aikansa kuluksi. Ehkä olen jo vanha ja tylsä, mutta jotenkin en itse osannut nauttia siitä, että hiukset roikkuivat tahmaisina päässä valkoisen mössön painosta ja vaatteet olivat sotkussa. Aika moni kuitenkin selvästi nautti, sen verran taukoamatta lunta suihkusi. Hetken päästä siirryinkin alimmalle penkkiriville saadakseni hengittää muutakin kuin suihketta.

Olin jossain vaiheessa miettinyt voivatko karnevaalit todellakin jatkua aamusta yöhön asti, mutta eri kulkueita oli sen verran paljon, että viimeisimpien tanssijoiden oli vuoro lähteä liikkeelle vasta myöhään auringon laskettua. Kaikki ei kuitenkaan sujunut odotetusti, vaan karnevaalit saivat traagisen päätöksen. Illan edetessä ihmiset alkoivat vaihtaa paikkaa katsomosta tanssikadulle ja kadun yllä kulkevalla siltarakennelmalle. Paikalla olleiden poliisien olisi tietenkin tullut estää tämä, mutta poliisit täällä Boliviassa eivät näytä pahemmin tekevän muuta, kuin kuljeksivan ympäriinsä tärkeän näköisinä. Siltarakennelmaa ei todellakaan ollut tarkoitettu siihen, että siellä istuisi lähemmäs sata ihmistä. Näin kuitenkin pääsi järjestäjien sekä poliisien huolimattomuuden takia käymään, eikä jälki ollut kaunista. Meidän katsomomme sijaitsi aivan sillan vieressä, ja yhtäkkiä näimme kuinka silta romahti kokonaisuudessaan alas ihmisten päälle. Myös katsomo, jossa istuimme näytti huojuvan, koska yksi siltarakennelman palkki nojasi sitä vasten. Rakennusmääräykset ja ylipäätään turvallisuusmääräykset täällä eivät todellakaan ole sitä luokkaa, mihin Euroopassa on totuttu, eivätkä mitkään karnevaalien rakennelmat tarkemmin katsottuna näyttäneet kovinkaan kestävilä. Myöskään ensiavun tulo paikalle ei ollut erityisen nopeaa eikä helppoa ihmismassan takia.

Kuva 22. Blogikirjoituksen malli (Blogger: Sólo la vida 2014.)

Yllä olevassa kuvassa näkyy kuinka kirjoittaja jatkaa tarinaansa kuvien jälkeen vielä syväliisest.



Sittarakennelmä aamupäivästä



Sortunut sitta ja nautaanmyötä tanssikiadilla

Kuva 23. Blogikirjoituksen malli (Blogger: Sólo la vida 2014.)

Lisää hyviä selventäviä ja kiinnostavia kuvia.

Paikan päällä oli pienimuotoista hätaantymistä, muttei onneksi suurempaa paniikkia, koska ihmisiä oli niin paljon että yleisen paniikin vallatessa tilanne olisi voinut olla todella vaarallinen. Pääsimme kuitenkin suhteellisen helposti lähtemään alueelta pois ja suunnistimme bussillemme, joka lähtikin La Paziin suunniteltua aikaisemmin tapahtuneen vuoksi. Seuraavana päivänä kuulin, että romahduksessa oli kuollut neljä ihmistä, viisi oli loukkaantunut vakavasti ja yhteensä noin kuusikymmentä oli viety sairaalaan. Karnevaalit kuitenkin jatkuivat jo kolme tuntia tapahtuneen jälkeen, mikä näin suomalaisen korviin kuulostaa erikoiselta. No, bolivialaiset kuulemma elävät juhliakseen. Toivoo sopii, että tapahtuneesta otetaan oppia ja turvallisuuteen panostetaan aiempaa enemmän.

Pitkän päivän jälkeen ajatuksena oli suru kuolleiden ja loukkaantuneiden puolesta, mutta toisaalta myös kiitollisuus siitä, ettei itselle tai muille tutuille tapahtunut mitään sekä toivomus ettei tapahtuisi vastaisuudessaakaan. Koskaan ei nimittäin voi olla varma tulevasta. Toisaalta liikaa ei kannata ajatella, muuten voisi yhtä hyvin jäädä kotiin neljän seinän sisälle.

Lähetänyt Kaisa K klo 20.02 4 kommenttia:

M G+1 +1 Suosittele tätä Googlella

Kuva 24. Blogikirjoituksen malli (Blogger: Sólo la vida 2014.)

Yllä olevassa kuvassa on kyseessä olevan blogikirjoituksen lopetus. Kirjoitus loppuu pienen yhteenvetoon ja jättää lukijalle tilaa kysymyksiin. Blogeissa ei kannatakaan koskaan

vastata kaikkiin mahdollisiin lukijoiden kysymyksiin vaan nimenomaan yrittää saada lukijat kommentoimaan ja yhtymään keskusteluun.

Appendix 2. Questionnaire template Plan Finland Area Managers



Hei kaikki Plan Suomen aluevastaavat!

Olemme kaksi HAAGA-HELIA ammattikorkeakoulun viimeisen vuoden opiskelijaa, Miitta Hyvämäki ja Natalia Grasutis, ja päätimme tehdä opinnäytetyömme Plan Suomelle. Opiskelemme Multilingual Management Assistants koulutusohjelmassa, pääaineenamme viestintä ja opinnäytetyön ideana on keskittyä aluevastaavien paikallisviestintään ja viestintään sosiaalisessa mediassa. Lopputuloksena on paikkakuntien käyttöön viestintäohjeistus helpottamaan työtänne.

Tässä kyselyssä kartoitetaan paikallisryhmien ulkoisen viestinnän tarpeita, esimerkiksi viestintä sosiaalisessa mediassa, paikallislehtien ja -radion kontaktoinnit ja juttujen tarjoaminen, blogit jne. Tämän kyselyn ideana on siis kartoittaa, minkälaiseksi koette nämä sekä minkälainen voisi olla teitä hyödyttävä viestintäohjeistus. Antamasi tiedot käsitellään ehdottoman luottamuksellisesti, eikä opinnäytetyössä yksilöidä vastaajia. Aineistoa käytämme lähinnä taustatietona, koska viestintäohjeistus tulee teidän käyttöönne ja sen vuoksi on hienoa kuulla teidän mielipiteenne ja mennä siitä eteenpäin suunnittelussa.

Ystävällisesti vastatkaa kysymyksiin lauantain aikana. Sunnuntaina keräämme nämä kyselyt pienimuotoisen haastattelun yhteydessä niin voimme vielä täydentää joitain kysymyksiä, jotka mahdollisesti jäivät epäselviksi. Ainoastaan me kaksi sekä Planin henkilökunnan edustajat käsittelemme vastauksenne ja opinnäytetyöhön kirjaamme yhdistetyt vastaukset, joihin ei tule nimiä eikä paikkakuntakohtaisia tietoja.

Helsingissä lauantaina 6. syyskuuta 2014

Miitta Hyvämäki
HAAGA-HELIA amk opiskelija

Natalia Grasutis
HAAGA-HELIA amk opiskelija

TOIMINTAPAIKKAKUNTA:

TAVOITTEET

1. Mitkä ovat paikallisryhmäsi tavoitteet ulkoisen viestinnän suhteen?
2. Mikä olisi ideaali tilanne paikkakunnallasi koskien ulkoista viestintää?

OSAAMINEN JA KIINNOSTUKSEN KOHTEET

3. Mitkä mediat ovat sinulle luontevin ja mielekkäin kanava viestiä? (esim. Facebook, Twitter, paikallislehtien kontaktointi/mielipidekirjoitukset, blogi, paikallisradiokontaktointit, valokuvat...)

4. Mihin tarvitset tukea tai missä koet, että osaamistasi voisi kehittää viestinnässä?

...

5. Mitkä ovat vahvuutesi ja kiinnostuksen kohteesi viestinnässä?

6. Miten koet seuraavat asiat viestinnässä? Numeroi seuraavat vaihtoehdot 1-5 (1= vaikea, 5= helppo):

| | | | | | |
|--|---|---|---|---|---|
| - Uusien vapaaehtoisten rekrytoiminen | 1 | 2 | 3 | 4 | 5 |
| - Aiheiden keksiminen, joista viestiä | 1 | 2 | 3 | 4 | 5 |
| - Tekniikan käyttö esim. sosiaalisessa mediassa | 1 | 2 | 3 | 4 | 5 |
| - Tapahtumamainostaminen | 1 | 2 | 3 | 4 | 5 |
| - Mediakontaktointi (lisää vastaukseen kanava johon olet ollut yhteydessä) | 1 | 2 | 3 | 4 | 5 |

Lisäkommentit, jos haluat avata vastaustasi:

7. Aika, jonka normaalisti käytät aluevastaavana viestintään (arvio kuukaudessa)

TOIVEET VIESTINTÄOHJEISTUKSELTA

8. Miten toivot hyötyväsi viestinnän ohjeistuspaketista? Mitä sen pitäisi sisältää?

9. Mitä viestintää helpottavia materiaaleja, pohjia ja visuaalisia elementtejä tarvitsitte paikallisryhmänne toiminnassa?

10. Muita terveisiä:

Appendix 3. Questionnaire template Plan Finland Volunteer Coordinators



Hei Plan henkilökunnan edustajat!

Olemme kaksi HAAGA-HELIA ammattikorkeakoulun viimeisen vuoden opiskelijaa, Miitta Hyvämäki ja Natalia Grasutis, ja päätimme tehdä opinnäytetyömme Plan Suomelle. Opiskelemme Multilingual Management Assistants koulutusohjelmassa, pääaineenamme viestintä ja opinnäytetyön ideana on keskittyä aluevastaavien paikallisviestintään ja viestintään sosiaalisessa mediassa. Lopputuloksena on paikkakuntien käyttöön viestintäohjeistus helpottamaan heidän työtään ja yhtenäistämään samalla teidän kaikkien viestintää.

Tässä kyselyssä kartoitetaan viestintäohjeistuksen tarpeita teidän näkökulmastanne ja kuinka koette aluevastaavien viestinnän tällä hetkellä ja tulevaisuudessa. Alamme tämän jälkeen suunnittelemaan viestintäpakettia tarkemmin yhdessä teidän ja aluevastaavien vastausten perusteella. Antamasi tiedot käsitellään ehdottoman luottamuksellisesti, eikä opinnäytetyössä yksilöidä vastaajia. Aineistoa käytämme lähinnä taustatietona, koska viestintäohjeistus tulee teidän käyttöönne ja sen vuoksi on hienoa kuulla teidän mielipiteenne ja mennä taas siitä eteenpäin suunnittelussa.

Helsingissä lauantaina 12. syyskuuta 2014

Miitta Hyvämäki
HAAGA-HELIA amk opiskelija

Natalia Grasutis
HAAGA-HELIA amk opiskelija

TOIMINTAPAIKKAKUNTA:

TAVOITTEET

1. Mitkä ovat paikallisryhmien tavoitteet ulkoisen viestinnän suhteen?
2. Mikä olisi ideaali tilanne koskien paikkakuntien ulkoista viestintää?

OSAAMINEN JA KIINNOSTUKSEN KOHTEET

3. Mitkä mediat ovat mielestäsi aluevastaaville luontevimmat ja sopivimmat kanavat viestiä? (esim. Facebook, Twitter, paikallislehdet/mielipidekirjoitukset, blogi, paikallisradio, valokuvat...)

4. Mihin koet aluevastaavien tarvitsevan tukea tai missä koet, että osaamista voisi kehittää viestinnässä?

5. Mitkä näet olevan aluevastaavien vahvuuksia viestinnällisesti?

6. Miten koet aluevastaavien onnistuvan seuraavissa tehtävissä? Numeroi seuraavat vaihtoehdot 1-5 (5= hyvin, 1= huonosti):

| | | | | | |
|---|---|---|---|---|---|
| - Uusien vapaaehtoisten rekrytoiminen | 1 | 2 | 3 | 4 | 5 |
| - Aiheiden keksiminen, joista viestiä | 1 | 2 | 3 | 4 | 5 |
| - Tekniikan käyttö esim. sosiaalisessa mediassa | 1 | 2 | 3 | 4 | 5 |
| - Tapahtumamainostaminen | 1 | 2 | 3 | 4 | 5 |
| - Mediakontaktointi | 1 | 2 | 3 | 4 | 5 |

Lisäkommentit, jos haluat avata vastaustasi:

7. Aika, jonka ajattelet aluevastaavien käyttävän viestintään (arvio kuukaudessa)

»

TOIVEET VIESTINTÄOHJEISTUKSELTA

8. Miten toivot hyötyväsi viestinnän ohjeistuspaketista? Mitä sen pitäisi sisältää?

9. Mitä viestintää helpottavia materiaaleja, pohjia ja visuaalisia elementtejä aluevastaavilla on käytössä ja onko sinulla ideoita mahdollisille pohjille ym.?

10. Mihin toivotte apua paketilta (oletteko huomanneet tiettyjä ongelmakohtia viestinnässä)?

11. Miksi nyt, onko tarve lisääntynyt?

12. Onko paketin käyttöönottoon suunnitteilla koulutusta?

13. Onko teillä suunnitelma kuinka aiotte jakaa paketin käyttäjille?

14. Muita terveisiä:

Appendix 4. Timeline of the thesis

| Thesis timeline | | | | | | | | | | |
|--|----|----|----|----|----|----|----|----|----|----|
| Week / 2014 | 37 | 38 | 39 | 40 | 41 | 42 | 43 | 44 | 45 | 46 |
| Subject Proposal & Thesis Plan | | | | | | | | | | |
| Research | | | | | | | | | | |
| Draft different parts of the thesis | | | | | | | | | | |
| Compile and collect the parts together | | | | | | | | | | |
| Check the flow of the thesis | | | | | | | | | | |
| Check the lenght of the thesis | | | | | | | | | | |
| Editing and additional research | | | | | | | | | | |
| Check for errors | | | | | | | | | | |
| Prepare for submission | | | | | | | | | | |
| Final proof read | | | | | | | | | | |
| Submission | | | | | | | | | | |